

AppNexus + Bannerconnect

Bannerconnect leverages the AppNexus Programmable Bidder to Turbo Charge Performance of Automotive Brand's Direct Response Campaign

THE CHALLENGE

For Bannerconnect, executing sophisticated segmentation strategies often leads to complexity in one of two ways: buyers either need to juggle multiple micro-targeted campaigns themselves, or they must work with an array of ad tech partners in order to achieve their goals.

Bannerconnect sought a more cost-effective way to employ highly sophisticated targeting and bidding techniques in order to achieve its automotive brand client's direct response campaign objectives.

Bannerconnect also wanted to avoid working with a "black box" bidder, which lacks transparency and doesn't allow clients to exert control over how their data is used, or how bidding decisions are made.

THE SOLUTION

Bannerconnect tested the AppNexus Programmable Bidder (APB) to see if it could extract additional value by deploying customized bid strategies in a leading automotive brand's campaign. The campaign performance objective was to reach viewers who had previously viewed vehicle models on the company's website.

In order to evaluate its effectiveness, Bannerconnect ran two control group campaigns against APB, both of which used traditional targeting schemes against the same media. Here's how the three groups were structured:

- Benchmark: a campaign with a single bidding strategy for users across all models.
- Recency targeting: a campaign with a consistent bidding strategy for users across all models, split into four groups (based on how recently users visited the site).
- APB: a campaign which sorted nine user segments into three groups, each with a specific bid strategy. It leveraged sophisticated targeting across the dimensions of time/recency and models viewed, and different bidding strategies were deployed based on how recently a user visited the automotive company's site. These configurations were all integrated into a single campaign (without APB, 27 separate campaigns would have been required to support this scenario).

APB achieved a 76% lower eCPA than the benchmark campaign, and a 35% lower eCPA than the standard recency targeting campaign.

Bannerconnect spent 60% less time on campaign management when they used APB, as compared to the benchmark campaign.



THE RESULTS

The AppNexus Programmable Bidder delivered a significant increase in campaign performance and decreased the resources necessary for campaign setup, management, and optimization.

- With APB, performance was drastically improved, as compared to both the benchmark campaign and the standard recency targeting campaign.
- APB achieved a 76% lower eCPA than the benchmark campaign, and a 35% lower eCPA than the standard recency targeting campaign.
- APB saved time:
 - Bannerconnect spent 60% less time on campaign management when they used APB, as compared to the benchmark campaign. Although the benchmark campaign took less time to set up, it required far more time for optimization.
 - Compared to the recency targeting campaign, APB required 20% less time for campaign management.
 - APB saved Bannerconnect the most time when it came to setting up new recencies. While the standard recency retargeting campaign required setting up an entirely new campaign for each recency, in the APB campaign, Bannerconnect could simply add a small extension to the bonsai tree.



BANNERCONNECT

About Bannerconnect

Bannerconnect creates and innovates advertising technology that allows operators to act on individual ad and user data, offered alongside services to ensure the best possible use of the technology. This powerful combination of people and technology has been helping large advertisers, trade-desks, agencies and publishers maximise the value of the digital advertising they buy or sell for over a decade. Starting out as three engineers in the small Dutch town of Sittard, Bannerconnect is now part of the world's largest media company, WPP.

For more information, follow the company at: [@bannerconnect](#)

Or visit their: www.bannerconnect.net



About AppNexus

AppNexus is a technology company that provides trading solutions and powers marketplaces for Internet advertising. Its open, unified, and powerful programmatic platform empowers customers to more effectively buy and sell media, allowing them to innovate, differentiate, and transform their businesses. As the world's leading independent ad tech company, AppNexus is led by the pioneers of the web's original ad exchanges. Headquartered in New York City with 23 global offices, AppNexus employs more than 1,000 of the brightest minds in advertising and technology who believe that advertising powers the Internet.

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