

AppNexus + Wayfair

Wayfair achieves high performance with hyper-personalization at scale using the AppNexus Programmable Bidder

THE CHALLENGE

Wayfair, a leading online destination for furniture, home furnishings, décor, and goods, sought to turbo-charge the performance of its digital marketing campaigns.

With an emphasis on continually optimizing its supply chains, Wayfair is laser focused on developing and deploying proprietary algorithms and data science-driven models across its business, from digital advertising to order fulfillment and delivery.

For its digital advertising program, Wayfair required a sophisticated technology partner that enabled it to meet the following objectives:

- **Leverage its proprietary data more effectively** to deliver the right message to the right user at the right time, and extend the personalized shopping experience to Wayfair's digital advertising strategy.
- **Maximize marketing investment** with a focus on driving incremental revenue, acquiring new customers, and increasing repeat purchases from existing customers.
- **Increase efficiency** by intelligently valuing each impression and continually improving customer acquisition economics.

THE SOLUTION

To meet its sophisticated digital advertising objectives, Wayfair chose AppNexus.

With the AppNexus Programmable Bidder (APB), Wayfair built brand-customized buying algorithms that drive increased advertising effectiveness and return on ad spend.

Wayfair's buying models leveraged the breadth of its proprietary data assets including an array of on-site behavioral data points and other signals unique to Wayfair's business.

Learning over time, Wayfair developed precise audience response rate predictions on sites across the internet – powering hyper targeted optimization and accurate ROI forecasting.

Wayfair also tapped log-level data – ingesting over 100 parameters of every transacted digital media impression-to determine optimal frequency caps and iterate its optimization strategies in near real time.

Finally, Wayfair paired its powerful user-level targeting and optimization with customized dynamic creatives for every customer – powering a seamless and unified visual experience for customers across all digital touchpoints – site, email and display advertising.

“AppNexus technology gives us both **full control** of our media buying and **transparency** across the campaign lifecycle – **driving more profit** out of every dollar spent on digital advertising.”

Matthew Herman,
*Associate Director, Marketing
Platforms, Wayfair*



THE RESULTS

Working with AppNexus, Wayfair met its three objectives and realized the following key benefits:

- **Unified marketing:** AppNexus enabled Wayfair to seamlessly coordinate marketing efforts across display and other channels. Additionally, Wayfair achieved full transparency and control over its campaigns by activating a comprehensive feedback loop, which drove continued success of its digital advertising.
- **Streamlined workflow:** APB offered Wayfair unparalleled control over campaign execution, which resulted in better optimization. Using APB, Wayfair also automated campaign setup, leading to decreased operational overhead.
- **More profit out of every dollar spent:** Because of APB's superior targeting capabilities and operational power, Wayfair was able to maximize the impact of its marketing investment. APB allowed Wayfair to reduce costs without sacrificing revenue, and reinvest savings in underserved functions across its marketing organization.



About Wayfair

Wayfair Inc. is an e-commerce company that sells furniture, home furnishings and décor. The Wayfair family of brands offers a variety of styles and price points to help people find the perfect product. The portfolio of brands includes Wayfair.com, Joss & Main, AllModern, DwellStudio and Birch Lane.

For more information, follow the company at: [@wayfair](#)
Or visit: www.wayfair.com



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 largest independent ad tech company, AppNexus is led by the pioneers of the web's original ad exchanges. Headquartered in New York City with ten global offices, AppNexus employs hundreds of the brightest minds in advertising and technology who believe that advertising powers the Internet.

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