![AppNexus - A Xandr Company]

AppNexus + MBuy

MBuy Drives Extraordinary Performance By Combining APP's Built-In Optimization With A Custom Bidding Approach

THE CHALLENGE

Find a technology partner that could optimize performance for a pharmaceutical client while maximizing operational efficiency for the traders' team

MBuy is a media buying agency that helps advertisers reach their customers more effectively through innovative technology, insights and analytics capabilities.

When AppNexus Programmable Platform (APP) was first released, the company was eager to run a test campaign to identify if it could deliver better results for one of its pharmaceutical clients, on a performance campaign.

More generally, MBuy was looking for a platform that could optimize to different types of outcomes, and offer enough flexibility to meet the needs of a very diverse client base. At the same time, while minimizing setup and manual optimization time for traders.

THE SOLUTION

Use APP's Optimization Coupled with MBuy's Data Science Expertise

MBuy used APP's built-in optimization and custom algorithm features to radically improve its client's campaign performance.

Indeed, APP delivered results almost immediately. Once MBuy determined its budget and KPIs, APP's optimization algorithm – powered by machine learning – was able to identify the best inventory for the specific campaign goals and bid the appropriate price for every impression.

In addition to APP's performance benefits, the platform's streamlined, automated workflow made MBuy's traders more productive. Within three months, MBuy was running the majority of its display budgets through the platform, making the company one of APP's earliest adopters and a valued AppNexus client.

Following these strong initial results, MBuy decided to take it to the next level and teamed up with the machine learning company Scibids, to enhance machine learning

14x
conversions

90%
decrease in
cost-per-acquisition

95%
drop in
cost-per-click

algorithms with an AI component. The advanced data science team at MBuy used its expertise and was able to drive even more return on ad spend for the client. The two companies used APP's customizable bidder to build and execute a highly intelligent bidding algorithm, tailored to the unique needs of MBuy's pharmaceutical client.

"APP has helped us in a lot of different directions," said Soubhan Seyedin, Product Lead at MBuy. "We were able to become more productive as a team, drive astonishing results for our clients and offer innovative solutions that put us ahead of our competitors in the industry."

THE RESULT

14x More Conversions vs. Another DSP's Out-of-the box Optimization

APP empowered MBuy to dramatically improve results for the pharmaceutical brand, inspiring the agency to move more spend to the platform shortly after.

As compared to the pharmaceutical client's earlier performance with another DSP, this customized approach on APP, along with the AI component **drove 1,428% more conversions** during the test campaign, with a **90% decrease in cost-per-acquisition**, a **95% drop in cost-per-click** and a **97% reduction in CPM**. In addition, the campaign generated greater reach with a 47% increase in spend.

MBuy soon became an APP power-user. The platform's intuitive workflow and powerful out-of-the-box optimization have allowed MBuy to retain its productivity with a more streamlined trading team, even as it has taken on more advertisers. By working closely with Scibids and AppNexus, MBuy gives each client the right mix of APP's built-in optimization, and custom bidding algorithms to constantly beat all historical performance records.

*"APP has been a complete game changer. While we have always been familiar with the **high level of flexibility** that AppNexus offers, we were able to take that to even greater levels using both the AppNexus **optimization algorithm** and the platform's custom algorithm tools."*

Soubhan Seyedin
Product Lead at MBuy

About MBuy

MBuy combines everychannel expertise, superior service, and the industry's best technology to give advertisers the power to connect with consumers throughout the purchase lifecycle. MBuy partners with clients to guide them through the entire campaign lifecycle to deliver successful media executions.

For more information, visit: **www.mbuy.com**

About AppNexus

AppNexus, a Xandr company, is a global internet technology company. We operate the world's largest independent marketplace for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Our scaled, real-time decisioning platform enables publishers to maximize yield and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at **@AppNexus** or visit us at **appnexus.com**.