AppNexus + Match2One

Match2One Uses The AppNexus Programmable Platform To Deliver Easy, Effective Programmatic Buying For SMBs

THE CHALLENGE

Match2One needed a solution to help create a self-service small business advertiser platform

404 Agency is a leading digital marketing agency in Croatia, with a focus on using display advertising to maximize ROI on behalf of its e-commerce clients.

Like many digital agencies that work with small and medium-sized businesses (SMBs), 404 had struggled in the past to harness the power of programmatic advertising. While programmatic technology can deliver great benefits for agencies who are equipped to use it, most programmatic platforms are tailored to larger businesses. In addition to enforcing a minimum spend requirement, Demand-Side Platforms (DSP) require strong digital expertise to understand the technical and business requirements as well as a team of traders to set up and manage campaigns. This criteria often makes them inaccessible to agencies with small or inexperienced teams.

In order to capitalize on the promise of addressability, scale, and performance that programmatic affords, 404 Agency needed a technology solution conceived with SMBs in mind. Until the agency had access to a simplified buying workflow and reporting interface, its team wouldn't have the bandwidth to do programmatic advertising efficiently and effectively.

THE SOLUTION

404 Agency chooses the high-performing Match2One platform, built on top of the AppNexus Programmable Platform

404 Agency decided to try programmatic advertising with Match2One, a self-service platform offering ad-buying, creative design, campaign management, and reporting, built on top of the AppNexus Programmable Platform (APP), a DSP.

Unlike most ad-tech platforms, Match2One is designed to meet the needs of SMBs by eliminating many of the overhead costs that are typically associated with programmatic advertising. Almost immediately, 404 Agency came to love the platform's intuitive, built-in tools for producing creative assets, executing campaigns, and measuring performance. With no minimum budget requirements, the agency was able to get campaigns off the ground within a matter of minutes, just by inputting its data and campaign goals.

> *"APP is fundamental to Match2One's self-service programmatic advertising platform. APP enables us to provide our clients a powerful, easy-to-use, customizable platform that delivers unmatched performance results."*

Mikael Kreuger
CEO, Co-Founder, Match2One

At the heart of the Match2One solution sits Quantum Stream AI, an intelligent machine-learning algorithm built on top of APP and designed to deliver optimal performance on the smaller budgets and data sets that are typical of SMBs. By integrating with AppNexus, Match2One empowered 404 Agency to deliver high-performing programmatic campaigns, allowing SMBs to compete effectively with larger brands.

And because Quantum Stream AI receives continuous data feedback from APP, it's able to automatically adjust its buying strategies in real time, ensuring that 404 Agency's campaigns continuously become smarter and more efficient.

"It's extremely easy to run campaigns on Match2One, it's also less time-consuming than other solutions," said Iva Obrovac, Senior Performance Marketing Specialist at 404 Agency. "Campaigns that would take hours on another platform took us just a few minutes, which was a huge relief for our operations team. In addition, we found that the reporting and analytics were both very transparent and easy to pass on to clients."

Decreased CPA goal by

30X

THE RESULTS

The AppNexus Programmable Platform enables Match2One to dramatically decrease the CPA

With Match2One and AppNexus, 404 Agency experienced the full potential of programmatic advertising.

In an early campaign, the agency sought to optimize cost-per-acquisition (CPA) for a leading online footwear retailer by promoting waterproof sneakers to an audience of new customers between the ages of 16 and 35. The campaign initially had an oversized CPA goal of $170, but after a quick learning period for the optimization algorithm, Match2One and AppNexus ended up drastically improving performance to reach a CPA of $5.54, a 30x decrease.

Throughout the campaign, 404 Agency was able to offer transparency to its client through a custom, simplified reporting interface .

"It's amazing that you can now run your own programmatic advertising campaigns without previous experience, it's a self-service tool that is easy to use. I've never seen anything like it," Obrovac said. "It saves us a lot of time, and the performance via APP on Match2One's platform is higher than anything we've tried before. We are now moving more of our clients on to Match2One's platform."

Match2One

About Match2One

Match2One offers a self-service programmatic advertising platform for small and midsize businesses. The self-serve platform allows clients to get started within minutes, without previous experience, no minimum budget requirements or lock-in contracts. Businesses can create stunning ad creatives directly in the platform, pay via credit cards, self-educate in the knowledgebase and access range of online webinars and training courses.

Match2One is providing programmatic advertising access to 1000's of clients across 38 markets, and delivered a 760% revenue growth FY17. Servicing clients from offices in Stockholm, London, Sydney and Kiev.

AppNexus
A Xandr Company

About AppNexus

AppNexus, a Xandr company, is a global internet technology company that enables and optimizes the real-time sale and purchase of digital advertising. Our powerful, real-time decisioning platform supports core products that enable 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 **@Xandr76** or visit us at **appnexus.com.**