

// CASE STUDY

# PARTNERSHIPS

## ABOUT MICROSOFT

Microsoft's consumer properties – including MSN, Outlook.com, Skype, and Windows – empower people and organizations around the world to achieve more and help brands make valuable connections with their target audiences across display, video, mobile and native advertising.

Microsoft was one of the first publishers to go 100% programmatic across 50+ global markets. In partnership with AppNexus and RTB House, Microsoft evolved their programmatic strategy by finding new ways to increase marketer outcomes for programmatic advertising across all of their brand-safe, premium supply.

**// A brand safe environment and global scale makes AppNexus our trusted partner. We are very pleased with the cooperation and convinced that it will successively strengthen over time.**

WOJCIECH GLOWACKI  
Vice President of Sales, RTB House

## ABOUT RTB HOUSE

RTB House is a global company that provides state-of-the-art retargeting technology for top brands such as Trivago, OLX and Sephora across EMEA, APAC, and the Americas regions.

In 2017, RTB House implemented deep learning into 100% of their technology, which resulted in higher returns on investment for their advertisers, up to 50%, and increased revenue of their inventory partners. With deep learning, RTB House can predict the audience behavior and interests much more precisely, helping to optimize advertising budget spend to maximize results over traditional ways of budget allocation.

## ABOUT APPNEXUS

AppNexus is a global internet technology company, and is the leading destination for quality, cost-efficient and brand-safe digital advertising. AppNexus operates one of the world's largest marketplaces for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Since partnering with Microsoft in 2010, AppNexus' Global Supply Evangelism Team has been working hand-in-hand to ensure that premium advertisers can access brand-safe, curated, and highly viewable programmatic inventory.



## Why We Partnered

Prior to AppNexus partnering with RTB House, their technology already had a reputation for providing great flexibility, scale and performance for their clients. AppNexus identified this partnership as an opportunity to drive revenue to Microsoft inventory, as RTB House is a trusted retargeting partner for top brands. Also, RTB House's deep learning technology and its flexibility allowed for a smooth integration with the AppNexus global platform and helped them quickly adapt to AppNexus first price auction environment across Microsoft publishers: MSN, Skype, and Outlook.com, and Windows.

The RTB House platform makes billions of decisions and takes billions of actions in real-time, driving scale and global reach. High viewability rates and high performance make Microsoft's inventory a unique source of supply. For RTB House, it's important to have real-time access to the viewability signal delivered in the bid stream, to provide clients scale for their campaigns, and a brand safe environment. Partnership with Microsoft allows RTB House to ensure their clients both – global reach and a brand safe environment.

## Our Results

The partnership is a success, it covers the globe, it's highly transparent, and the results are great on all sides. After partnering with RTB House, spend on the AppNexus platform increased by 370% and eCPMs by 2.26x on Microsoft inventory.

Their ongoing growth is impressive, it is driven by their powerful cross-platform solution which is capable of buying inventory across desktop, mobile, and in-app, and, thanks to their deep learning technology, it delivers fully personalized, relevant creatives to engaged users. RTB House is one of the key buyers of Microsoft inventory and they're constantly growing.

The global partnership between AppNexus and RTB House is a perfect example of synergy of two high-tech companies working their best to deliver great results.

Check out the case study video here: <https://youtu.be/H6wgAUjVjv0>

**// After starting PMP deals with AppNexus, RTB House increased the number of clicks by up to 63% for particular advertisers, the conversion value has grown by up to 283%, and the conversion rate has increased by up to 213%.**

WOJCIECH GLOWACKI  
Vice President of Sales, RTB House

**// Spend on AppNexus Platform on Microsoft Inventory:**

SPEND

+370%

eCPMs

+2.26x

