

AppNexus + Tomorrow TTH

Tomorrow TTH Optimizes Performance With Flexible Campaign Controls and Maximum Transparency

THE CHALLENGE

Tomorrow TTH needed a technology partner that could deliver scale, flexibility and programmatic performance

Inspired by people, driven by data and enabled by technology, Tomorrow TTH is one of London's fastest growing independent performance marketing agencies. Through its custom Adgnosis technology stack, the firm delivers high-performing programmatic campaigns for an international client base that includes Amazon, Greenpeace and Wowcher.

Previously, the company had been using another platform for programmatic buying. Despite the expertise of Tomorrow TTH's sophisticated trading team, the platform was struggling to meet its scale needs, making it difficult for Tomorrow TTH to meet its performance goals.

In order to maximize its clients' results, Tomorrow TTH needed a flexible technology partner that would enable it to run highly customized, precisely targeted campaigns -- across display, social, native, and video. Further, the agency wanted to ensure that it had the right tools for understanding exactly how these campaigns were being delivered, as well as brand safety guardrails that would prevent its customers from advertising beside fraudulent, inappropriate or low-quality content.

THE SOLUTION

Tomorrow TTH chooses the AppNexus Programmable Platform to increase its reach and drive performance

Tomorrow TTH selected AppNexus' DSP, the AppNexus Programmable Platform (APP), to help its clients achieve superior results.

By leveraging the platform's flexible, streamlined controls, Tomorrow TTH was able to more efficiently execute complex buying strategies that made the most of its team's data science expertise. And because AppNexus is integrated with so many different inventory sources, the agency quickly gained access to external and direct supply that it otherwise never would have seen. As a result, Tomorrow TTH scaled its campaigns overnight, delivering the large quantity of premium impressions that are required by major firms like Amazon.

Tomorrow TTH **increases CTR by over 3X**, and **decreases CPA by 30%** With the AppNexus Programmable Platform

*"The most important part of support is **having people to challenge you, because it means we can innovate together.** It pushes the tech forward and we grow together, and that's one of the key parts about **having a strong support team which is 100% apparent with AppNexus.**"*

Tom Wright
Head of Trading, Tomorrow TTH



As the campaign went along, APP's optimization algorithms automatically helped Tomorrow TTH make smarter buying decisions based on its ongoing results, driving greater performance with each passing day.

Best of all, the entire process was fully transparent and brand safe. By partnering with AppNexus, Tomorrow TTH was able to see which vendors were taking which fees, empowering the agency to understand exactly how its budget was being spent. In addition, AppNexus delivered built-in brand safety controls backed by human auditing, ensuring that the agency never had to worry that its clients' reputations were being placed in danger.

THE RESULTS

Tomorrow TTH improves CTR rate by over 3x, decreases CPA by 30%

Tomorrow TTH's migration to the AppNexus Programmable Platform was hugely successful right off the bat. Within six weeks of trading, the agency improved its click-through rate by over 3x, while decreasing its cost-per-acquisition by 30%.

Crucially, the move to APP enabled Tomorrow TTH to finally get the scale it needed to deliver campaigns that satisfied its clients' reach goals. With full transparency into the entire operation, the firm was able to better understand its performance and make adjustments as time progressed.

"Since moving over to AppNexus, we have experienced a quantum leap in our capability to deliver programmatic display campaigns for our clients," said Tomorrow TTH co-founder Justin Brookfield. "We are delivering our campaigns more cost effectively, at greater scale and using more sophisticated technology than ever before. The trading team is excited about where the partnership with AppNexus will go in the future, and our agency is committed to having the company at the center of our assembled ad-tech stack."

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Justin Brookfield

Tomorrow TTH Co-founder



TOMORROW — TTH

About Tomorrow TTH

Inspired by people, driven by data and enabled by technology, Tomorrow TTH is one of London's fastest growing independent performance marketing agencies. With clients including Amazon, Boux Avenue, Wowcher, GAME and Bet Victor, we use our Adgnosis approach to media planning to deliver programmatic display, paid social, native, video, affiliate and paid search campaigns for our international client base.

For more information visit our website at <http://tomorrowtth.com>

AppNexus

About AppNexus

AppNexus is an 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. Headquartered in New York City, AppNexus employs over 1000 professionals in offices spanning five continents.

For more information, follow us at [@appnexus](https://twitter.com/appnexus) or visit our website at www.appnexus.com

