AppNexus + Liftoff

Liftoff achieves success while efficiently scaling on a global level.

INTRODUCTION

Liftoff is a mobile-first app marketing platform (DSP) that focuses primarily on performance advertisers. By applying machine learning technology, lookalike audiences and dynamic creative, Liftoff is able to identify users with a strong likelihood to engage and deliver high-performing ads that generate revenue-producing installs and post-install conversions.

Liftoff offers best-in-class technology to optimize all aspects of app install and retargeting campaigns including selection of ad inventory, audience profiling and targeting, programmatic bidding, and ad creative.

THE CHALLENGE

To apply machine intelligence at a global scale, Liftoff requires access to a large set of mobile data including ad impressions, app installs and post-install events. Applying machine learning to large data sets to better predict the likelihood of post-install conversions has been one of the key drivers of the company's growth over the past 3 years, as well as the success of their clients.

When Liftoff first began buying inventory from AppNexus, scale was a challenge. The volume of ad impressions Liftoff was bidding on was limited, **thus limiting Liftoff's ability to apply machine learning to optimize and scale their customer's campaigns**.

Working together with Liftoff to evaluate the issue, the AppNexus account team discovered that Liftoff bids were limited to bidding on inventory available within a set of 100 whitelisted apps. **By moving to a blacklist model whereby Liftoff could bid on inventory available across all apps**, excluding a small number of inventory sources, Liftoff was able to optimize campaign performance much more quickly, leading to significantly better performance.

SCALE AND PERFORMANCE

With AppNexus monitoring Liftoff's campaign performance, as well as providing them with actionable strategies to optimize campaigns even further, the company was able to scale quickly. In fact, since partnering with AppNexus, Liftoff saw a **3-4x increase in overall conversions from AppNexus inventory**, as well as significant growth in international inventory conversions. AppNexus has helped Liftoff scale across the entire AppNexus network.

Since July 2016, CPIs have **declined by over 27-percent***, while* **spend has more than doubled***.*

Since October 2016, installs went from **less than 5,000 per month** *to* **45,000-50,000 per month***.*

WHAT HAPPENED NEXT WILL AMAZE YOU.

1. Since July of 2016, Liftoff campaign CPIs have decreased 27 percent while spend has more than doubled!

2. The number of app installs increased tenfold within 6 months; from 5,000 install per month to 50,000.

CPI compared to # of Installs
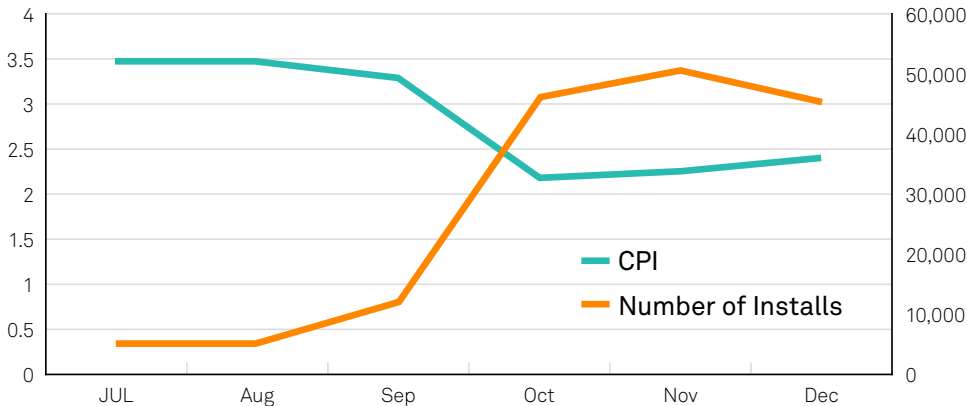
CONCLUSION: ACHIEVEMENT, UNLOCKED

By successfully integrating their in-house technology with the AppNexus platform, Liftoff gained the elbowroom they needed to run campaigns at scale. Once their campaigns were up and running, Liftoff saw how the AppNexus marketplace could deliver a large volume of quality inventory that could produce high click-thrus, installs and post-install conversion rates. The fusion of machine learning with scaleable inventory continues to power Liftoff's business.

In addition, Liftoff has been able to spend more on AppNexus inventory because of their CPA business model. While many advertisers and DSPs focus on driving app installs, and pay for installs, Liftoff optimizes campaigns against a target cost per post-install event - such as registering, subscribing or making a purchase - and only charges when a new users converts. With advanced machine learning technology to optimize campaigns against a target cost-per-action, Liftoff is able to spend more efficiently than most, producing ROI-positive results for their clients and campaigns.

Industry Terminology: Blacklists and Whitelists

A blacklist lets marketers pinpoint the places where their inventory is running with absolute certainty. A whitelist, on the other hand, allows marketers to scale their campaigns across a wider spectrum of the marketplace – a practice that can often deliver better, more efficient campaign results.

LIFTOFF

About Liftoff

Liftoff is a full-service mobile app marketing and retargeting platform that uses post-install data to run true CPA-optimized user acquisition and re-engagement campaigns. With Liftoff, campaigns are optimized to drive actions beyond the install, like booking a hotel, subscribing to a service, or making a purchase. Headquartered in Palo Alto, CA, with offices in New York, London and Singapore, Liftoff works with app publisher across the globe.

For more information, follow us at **@liftoffmobile**
or visit our website at **www.liftoff.io**

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.

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