

myThings and Google: Combining the power of real-time bidding, personalised retargeting and Google's DoubleClick Ad Exchange



About myThings

- www.mythings.com
- Offices in UK, France, Germany, Italy, Spain and China
- Founded in 2004, myThings is Europe's leading conversion-driven personalised retargeting company
- Serves over 1 billion personalised impressions per month
- Handles over 50 million real-time bidding (RTB) requests per day
- Processes each RTB request within 120 milliseconds

Goals

- Deliver excellent conversion rates on uniquely tailored display ads, micro-optimised in real-time to each prospect
- Provide advertisers with higher accuracy bids and increased campaign performance
- Achieve greater scalability, traffic and reach

Approach

- Adopted DoubleClick Ad Exchange (ADX) for RTB
- Integrated Ad Exchange's RTB API with myThings' platform
- Went live with RTB September 2010

Results

- Click-through rates six times higher than regular display banners
- Higher online revenues with return conversion rates of over 150%
- Increased campaign traffic volume and reach
- Greater scalability and immediate media presence in new and important markets

The e-commerce space is fiercely competitive with online viewers able to shop for thousands of similar products across hundreds of websites at any time of the day or night. With the ability to compare products and prices, 98% of online shoppers leave a site without making a purchase. myThings' behavioural retargeting technology addresses this challenge, with the aim of transforming online browsers into customers.

A leader in the field of personalised retargeting, myThings provides advertisers with the tools to create relevant, individualised banners in real time for visitors who have left their websites without making a purchase. Their solution ensures that every single impression for every single ad is optimised with content that is most relevant to the viewer. Furthermore, myThings runs a cost-per-action, performance-based business model, which means the company is paid only when a prospect converts.

In the market for accuracy and efficiency

Committed to increasing its customers' campaign performance and scalability, myThings integrated its platform with the DoubleClick Ad Exchange (ADX), Google's dynamic media marketplace for buying and selling display advertising space. AdX helps media buyers and sellers connect, providing real-time and impression-by-impression access to a large pool of high-quality inventory. Buyers can bring their own data, optimisation and bid strategies to the exchange in order to meet their advertising goals.

myThings believed that pairing personalised retargeting with real-time bidding (RTB) would sharpen campaign performance levels. To get the project off the ground as soon as possible, they launched with the ADX user interface. The AdX UI offers buyers instant access to Google's vast pool of inventory. Within months they had seamlessly integrated their system programmatically through a real-time bidder linked to the ADX API, which enables customers to significantly increase the accuracy of their bids and campaigns efficiency via one platform.

Matching prospects to messages, in real time

The server-to-server integration between Google and myThings allows myThings to evaluate each and every impression available in the network in real time. With a segment-based bidding approach, myThings' personalised retargeting solution is now able to maximise campaign performance by pairing an impression's bid value with the user and segment value. The value is determined by myThings' behavioural data based on the user's previous interactions with a retailer's website. These determining factors provide advertisers with more insight and greater bidding granularity. For example, myThings submits higher bids for users considered "highest value" as a means to ensure maximum exposure.

About myThings

myThings is a personalised retargeting provider whose solution enables online advertisers to create relevant, personalised online display ads (banners), in real time, for visitors who have left their website without completing a purchase, as they continue to surf the web. myThings offers adaptive retargeting ads generated in real-time, for each user based on previous interactions with the advertiser's website. Each ad is optimised to maximum relevancy for the user. In 2010, myThings partnered with Affiliate Window to present the first CPA based affiliate retargeting solution on the market that integrates into advertisers' existing affiliate tags. The solution won the Econsultancy Award in Affiliate Marketing in March 2011. myThings has over 200 partnerships with online retailers and brands, leading European affiliate networks, analytics platforms and advertising agencies. Customers include Orange Mobile, PrimeMinister, the Microsoft Store, MisterGooddeal, Telecom Italia and Booking.com.

For more information about myThings, visit:
www.mythings.com

"myThings' customers benefit from specific parameters incorporated into Google's AdX marketplace to determine the accuracy and price for the specific impression, such as publisher identifier, ad space location – above versus below the fold for example – and previous win rate excluded from the campaign," explains myThings' EMEA VP of Sales and Business Development Laurent Gibb. "These unique parameters produce the most accurate bidding mechanism on the market."

myThings has embraced the advanced capabilities that the AdX API provides. AdX passes detailed information to buyers when each impression is announced, so that buyers can better value impressions and use RTB to inform their decisioning engine. They also benefit from open competition: all real-time bids compete with non-RTB bids in a fair auction. Offering outstanding quality control, the Google RTB platform limits publisher types, advertiser types and ad placements, thereby protecting and ensuring high quality control for the media.

Handling over 15,000 bids per second, myThings now implements Google AdX as its prime media provider and is responsible for hundreds of millions of bids per day via this leading platform.

High quality enables increased quantity

myThings reports that their AdX API solution has produced click-through rates (CTRs) that are six times higher than regular display banners. Moreover, myThings' use of Google's RTB API has enabled higher online revenues with return conversion rates of over 150%.

Tanzil Bukhari, Google's European Head of AdX Buyer Relations said "myThings' smart behavioural retargeting technology and its team's industry expertise enable advertisers to fully leverage the power of the AdX marketplace and place bids with greater accuracy. The myThings technology team led a swift and efficient RTB integration with us and they have fast become one of our strategic partners "

myThings CTO Yoav Chernbroda adds, "Google's RTB API has proven an excellent method to sharpen advertisers' campaign performance levels by using parameters and data to base bids, control spending and maximise advertisers' budgets." They have every reason to expect excellent results into the future too; myThings has experienced heightened campaign traffic volume and reach, providing advertisers with greater scalability and immediate media presence in new and important markets as they continue to expand.

About DoubleClick Ad Exchange

DoubleClick Ad Exchange helps media buyers and sellers connect through multiple deal types across a global, open, transparent and brand safe marketplace. For buyers, DoubleClick Ad Exchange provides real-time and impression-by-impression access to a vast pool of high-quality inventory. Buyers can bring their own data, optimization and bid strategies to the exchange in order to easily meet their advertising goals. For sellers, DoubleClick Ad Exchange provides more ways to transact with buyers, helps remove barriers to potential transactions and grows revenue. Sellers can offer inventory on their own terms with unique pricing and business controls to ensure they protect their assets and get the most value for them.

For more information about DoubleClick Ad Exchange, visit:
google.com/ads/adxforbuyers



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