

# Seven Key Strategies for Using Ad Networks to Drive Performance

OMMA New York  
September 25, 2007

# Overview

- Why does this session matter?
  - Growing prominence and acceptance of the network model
  - Rapid advancement of targeting capabilities
  - Increasing focus on performance at all levels
  - Some percentage of those who use networks don't use them to their full advantage
- Ad Network Performance
  - Brand vs. direct response
  - Awareness, traffic, leads, sales
  - Whatever performance means to you!
- The Performance Interviews
  - 50+ online advertising experts with valuable insight on performance
  - [www.theperformanceinterviews.com](http://www.theperformanceinterviews.com)

# Advanced User Re-targeting

- **User Re-targeting Overview**
  - Identify your users via URT pixel tag
  - Re-target when they appear on a large network
  - Serve highly targeted creative
- **Advanced User Re-targeting**
  - Targeting by product interest
  - Abandoned shopping carts
  - Targeting away (negative re-targeting)
  - Using expiration pixel
  - Re-targeting from ad creative (“fourth-party tagging”)
  - Sequential messaging/story boarding

# Using Offline Data to Drive Performance

- **Household Level Targeting**
  - Demographic targeting at household level
  - Use most successful offline direct marketing technique without expensive, time-consuming modeling
  - Every U.S. household is defined as belonging to a particular “cluster” based on their purchase behavior and demographics
- **Using Household Level Targeting on Networks**
  - Only serve ads to households within the target profile of your audience
  - Ask if your network has this capability

# Network Optimization

- **What is Optimization?**
  - Technology to improve campaign performance by serving the right ad to the right person at the right time
  - It is what you make of it:
    - Know and communicate your success metrics
    - Place a conversion pixel
    - Share your data
    - Ask smart questions
- **Let Your Network Do the Lifting**
  - Human interaction has the ability to significantly impact performance
  - High volume provides more options for identifying performance trends
  - Custom channels of sites that perform can be used at a later time

# Brand Performance

- **What is Brand Performance?**
  - Lift in key brand metrics (ad re-call, intent to purchase, etc.)
- **Achieving Brand Performance**
  - Single site content integration/sponsorship
  - Network road-blocking (aka “Network Blast”)
  - Develop custom channels
  - Measure ad effectiveness and “optimize” accordingly
- **The Transparency Debate**
  - Brands cite transparency as reason for not using networks
  - Non-disclosure may be due to high quality sites
  - Varying degrees of site disclosure available from top networks
  - Network quality management is key

# Lead Generation Performance

- Why use lead generation?
  - If generating leads is your objective, networks can help drive costs down
  - Build databases of leads quickly
  - Target based on geographic and demographic data
  - Only pay for unduplicated leads delivered on a performance basis
- Primary Lead Generation Vehicles
  - Co-registration
  - Affiliate CPA/CPL
  - Display
  - Search

# Use Video Channels

- **Video Benefits**

- Don't overlook networks as a video performance vehicle
- Leverage existing creative assets (television or online creative)
- Less expensive than single site buys
- It performs

- **In-banner**

- Extensive reach: most widely distributed form of online video
- Accepted across all major ad networks

- **In-stream**

- Pre-roll/post-roll
- Companion banners
- Overlays

# Test Adjust Test

- **Pre-campaign Creative Testing**
  - Use for copy testing during creative process
  - Test messages on different audiences
- **Live Campaign Testing**
  - Test before ramping
  - Creative testing (ad types, sizes, fonts, colors, landing pages etc.)
  - Optimization serves a testing role on an ongoing basis
  - Understand performance metrics and modify as necessary
- **Post-campaign Adjustments**
  - Apply learnings to future online/offline campaigns
  - Test again

# Seven Strategies for Ad Network Performance

1. Advanced User Re-targeting
2. Using Offline Data to Drive Performance
3. Network Optimization
4. Brand Performance
5. Lead Generation Performance
6. Use Video Channels
7. Test Adjust Test