Brand Building at Scale

Ad Exchange helps NetSeer find more hyper-relevant content for its biggest brand clients

It's one thing to find a perfect viewer for a brand campaign, and it's quite another to do it at scale: to find a million perfect brand viewers instead of just one. That's the challenge that NetSeer solves for its clients, with help from DoubleClick Ad Exchange.

NetSeer is an advanced media buying solution that uses concepts, not keywords, to find the best ad placements for its clients. Created by mathematicians and engineers from UCLA, NetSeer is based on an incredibly detailed 'concept graph' of over 50+ million concepts and over two billion relationships derived from deep analysis of the web.

"Our concept graph allows us to scan web pages for meaning the way a human brain would," says Sanjiv Ghate, NetSeer's VP of product. For instance, take a web page with the term "poker run": many systems would see that term and classify the content as gambling-related. The NetSeer concept graph would understand the term for what it really is – a type of motorcycle rally – and infer that the reader would be a good target for Harley-Davidson ads.

"In some ways we are like a smart search engine for advertisers," says NetSeer CEO John Mracek. "Our technology uses the collective wisdom of web pages to predict what people want. And that means we can create a customized content channel for each advertiser that cherry-picks the very best pages for their ads."

"With help from Ad Exchange, NetSeer generates high quality traffic at scale – leading to better user engagement and higher ROI for advertisers. Ad Exchange is a true partner for our business."

—*John Mracek, Netseer CEO*

Finding scale

No wonder clients like AT&T, General Mills, BP and Dell have asked NetSeer to help them promote their brands online. But to do that at scale, NetSeer needed a partner: DoubleClick Ad Exchange.

NetSeer

www.netseer.com

- 50 employees
- Founded 2007 by scientists from UCLA, NetSeer is using proprietary technology to revolutionize contextual media and ad targeting.

Goals
- Offer clients hyper-targeted inventory at scale
- Maintain high quality standards
- Create game-changing results

Approach
- Use sophisticated machine learning to match concepts to campaigns
- Integrate with DoubleClick Ad Exchange to find high-quality inventory at scale

Results
- Hyper-targeted campaigns, highly-engaged users
- High-quality, brand safe placements at scale.
- For the New Orleans Tourism Bureau, brand lift of over 58%

"To scale any kind of brand targeting, you need a lot of volume and a lot of diversity," notes Sanjiv Ghate. "You can't get hyper-relevant without both." And because great brands won't put their ads just anywhere, that volume has to be safe, high-quality content. "Once you have diversity *plus* quality, you can build a great campaign across any vertical."

NetSeer turned to Ad Exchange because of its huge scale: AdX has the largest pool of premium brand-safe inventory anywhere. With NetSeer, marketers can get the trusted quality of direct buy at the scale of an exchange, with placements ranging from major name-brand news sites to quality niche blogs.

"The world of exchanges has changed," notes Mracek. "Ad Exchange in particular brings premium content, real high-quality inventory to the deal."

Branding in action: New Orleans

How effective can a brand campaign be? Consider NetSeer's work with the New Orleans Tourism Marketing Corporation and their agency, eBrains Inc. The client wanted more people to visit their website and most importantly, consider New Orleans as a tourist destination.

NetSeer used its concept graph technology to create a brand-building solution with relevant programmatic channels for a wide variety of target audiences: for those within driving distance and flying distance, for instance, for those likely to be interested in Mardi Gras or the New Orleans Jazz Festival, and even for specialized events like the Treme Creole Gumbo Festival and Saints & Sinners, the annual GLBT literary fest.

For each, NetSeer identified the conceptual matches – and AdX provided the quality inventory to meet them.

The results "really blew all our expectations," says Ghate. A Vizu study showed an overall lift of 58.3%, and a lift of 69% for those saying they were "very likely" to consider New Orleans as a vacation destination. A campaign based on music and nightlife reached a lift of a very impressive 96.8%.

Why Ad Exchange?

What else does Ad Exchange bring to the table for NetSeer?

Bigger value for all. When NetSeer has the scale to find the brand impressions that perform best for a client, everyone wins. Advertisers are delighted because they get great performance and are willing to pay more for that value. As a result, publishers earn more for their quality content. When every placement is that much more relevant, there is less waste for advertisers, and a better user experience for publishers.

Billing accuracy. "Our impression discrepancy with Ad Exchange is very low," notes Sanjiv Ghate. "It's less than a couple percentage points, which is significantly superior to other ad exchanges we've tried, where we'd see a million impressions but then get a bill for a million and one hundred thousand [impressions]. Keeping any discrepancy low is critical for us."

More control. "The Ad Exchange dashboard is just easy to use," says Ghate. "Whether it's geo-targeting or any task, I can log into my admin account and handle it all efficiently. And Ad Exchange has done a great job with third-party integrations and vendors. They're the best in the industry in terms of clarity.

Stronger service. "Ad Exchange has an absolutely superior and fantastic account management team," says Ghate. "We are really happy with those guys, and we've had so many instances where our Ad Exchange account team went above and beyond. They really pull out all the stops to help us."

The bottom line
The bottom line for brands is quality – both in placements and in audience. "When you have highly relevant placements, what advertisers get in return is a high-engagement user," says John Mracek. "Users are qualified through relevancy, so when they do engage with a brand site they tend to stay longer, use more, buy more."

"With help from Ad Exchange, the quality of traffic that we generate tends to be very, very high. Ad Exchange is a true partner for our business."

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 large 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.

google.com/ads/adxforbuyers