

Quality First

Ad Exchange helps Media6Degrees find the very best prospects for brand advertisers

Where do brand advertisers go to safely and efficiently find the best prospects? Media6Degrees and DoubleClick Ad Exchange.

Media6Degrees (M6D) is a groundbreaking media buying platform that uses a powerful system of web data analysis to match big brands with the users who are most likely to become their next customers. The M6D team sifts web data to identify clusters of sites where a given brand's customers congregate, then uses those sites to identify the best customer prospects.

Major brands who buy media at scale – companies like Verizon, Disney, Hyundai and Adobe – rely on M6D to make sure they reach the online audience they pay for. For brands like these, placing their ads on the best-quality inventory is paramount.

That's why M6D's engineers developed a proprietary system that sniffs out suspicious traffic to remove it from consideration; and why M6D partnered with DoubleClick Ad Exchange which excels in filtering out invalid activity. The result: their brand clients get peace of mind, knowing that the traffic they buy is safe, reliable – and real.

Finding the right customers – at scale

To do both jobs right – find the right matches and block suspicious traffic – M6D relies on the DoubleClick Ad Exchange (AdX). "We help marketers drive scale in online media campaigns," says Alec Greenberg, VP of Media Operations for M6D. "Once our platform identifies the audience that matches the brand signal of a client, that's where AdX comes in."

AdX does more than provide billions of impressions a day: they are committed to ensuring AdX maintains the highest quality inventory in the industry. "We need to be sure that all our ad engagements are from real people, not bots," says Greenberg. "With AdX we feel sure that the inventory numbers we give to our clients are accurate and reliable."

www.m6d.com

- Headquartered in New York, NY
- 85 employees
- Founded in 2008, M6D uses smart technology and web data to find and target the best online prospects for marketers



Goals

- Offer brand clients super-safe inventory
- Provide the scale needed for major brands
- Improve results day by day



Approach

- Build a proprietary data-analysis system to match users with customers
- Integrate with DoubleClick Ad Exchange to find safe, high-quality inventory



Results

- High-performing ad campaigns for brand advertisers
- Scale and quality that are "second to none"
- 80% retention rate among M6D clients

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—Alec Greenberg, VP of media operations, M6D

Screening out invalid activity

Invalid ad activity comes in many forms, and the bad actors can be sophisticated.

For instance, a group might create and link together a network of superficially legitimate websites. Then using automated clicks in the background, the group will send traffic from one of those sites to all the others in the network. “When we find a Chinese movie review site and a women’s health website in Denmark with an 80% overlap of users,” says Greenberg, “that’s suspicious. Ad impressions are recorded, but the advertiser isn’t getting what they paid for.”

M6D has been diligent in rooting out suspicious traffic, but they would prefer their ad partners to stop it before it even gets to them. With AdX, they get a partner that has been fighting invalid ad activity with great success for years.

“Earlier this year we turned off about 1000 real-time bidding publishers where we’d seen suspicious activity,” says Greenberg. “When we compared notes with Google, we found that AdX had already turned off every single one. Every other partner on our list had suspicious sites still active, but Google had filtered out 100% of them.”

“At Google, we take inventory quality very seriously and invest heavily in technology and human resources to ensure AdX contains safe and clean inventory. It’s wonderful to see buyers, like Media6Degrees, differentiate their buying behavior according to inventory quality,” Scott Spencer, Product Management Director for Google’s DoubleClick Ad Exchange.

Why Ad Exchange?

Quality at scale. “I want to buy the best targeting inventory and not worry about what is or isn’t clean,” says Greenberg. “AdX delivers. AdX just has a ton of volume. It’s clean inventory and it’s also huge. We work with 19 partners, and AdX is number one for us by far in terms of impressions and spend.”

Reliable delivery. Real-time bidding is still a fairly new science, with so many moving parts that small changes can have a dramatic impact on spending and performance. When your job is to get top-quality traffic for your clients, you’ve got to give them solid numbers that are clear and reliable. “From an integration standpoint, AdX is the best,” says Greenberg. “They’re one reason why we have an 80% renewal rate with our clients.”

Customer service. “We get a level of care from Google that we don’t get from anyone else,” says Greenberg. “When something goes bump in the night or we start to see numbers go the wrong way, Google’s troubleshooting and issue resolution are the best in the industry. That’s true for our Account Executive Alyssa, our Technical Manager Frank, and the whole team. Google really is at the head of the class in the industry.”

The bottom line

“We are fanatical about what we do,” says Alec Greenberg. “We believe we have the best targeting system out there and that we’re delivering real results driven by real human behavior. That’s why Google provides the largest piece of our inventory every day.”

“Their scale and their quality are second to none. For anyone entering the fray of programmatic buying, AdX should be the first partner you engage.”

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.

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

www.doubleclick.com

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