



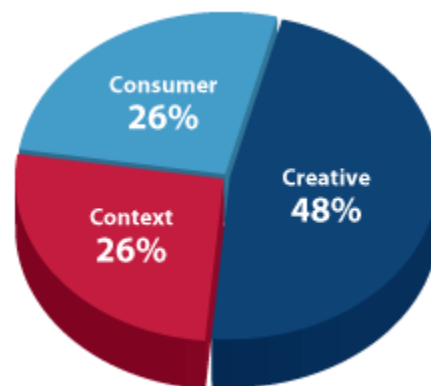
Beyond Audience: What Drives Campaign Performance?

Since the dawn of the Internet, advertisers have been on a quest for the holy grail of digital advertising: delivering the right ad to the right consumer at the right time. This quest has yielded great insights about how to improve each of these ad dimensions. Consumer targeting is the current priority for some high-profile ad agency holding groups. But which factor is the most important driver of a campaign's success?

With real time bidding (RTB), advertisers can get closer to the answer than ever before. Impression level data essentially maps the path to the grail. At MarketPulse, we like to look past the hype and let the data do the talking.

With 100s of millions of impressions served daily, we recently evaluated whether consumer, context, or creative attributes of ad impressions were most predictive of conversions.

Which Impression Attributes Are Most Highly Correlated With Conversions?



Base: 30 days of impression data for 19 display campaigns for leading advertisers.

Source: DataXu *MarketPulse*, June 2010

The result? Each category was well represented, but creative attributes were the winner —correlating most highly with conversions for 48% of the campaigns.

“The data shows that a single campaign performance driver cannot be predicted with confidence in advance. This suggests that a more effective ‘media plan’ is one that instead responds to the nuanced, unique data each campaign generates. The implication is that brands and their agencies need systems that can glean the data and automatically adapt, rather than relying on a rigid, one-size-fits-all approach,” noted Mike Baker, CEO of DataXu.

Our analysis included nineteen large-scale, online display campaigns that ran for at least four weeks, across the leading RTB ad exchanges. In each campaign, we evaluated multiple impression attributes in the categories of consumer (who saw the ad), context (where the ad appeared), and creative (what the

ad looked like) to see which attributes appeared most consistently across ad impressions that preceded conversions.

Some additional results and takeaways:

- **The power of creative remains significant.** Audience and context targeting can be highly effective, but creative parameters still edged out both for their influence on campaign success. Creative agencies can partner with an advanced DSP to be a powerful extension of their capabilities—and prove to their clients—using data—the value of their creative.
- **Even similar campaigns have different performance drivers.** The most predictive category was not consistent for campaigns within the same industry vertical—or even for separate campaigns by the same advertiser.
- **“Perfecting” one dimension is risky.** Trying to predict which category matters most and putting all of your targeting or optimization “eggs” in one of these three baskets may not yield the desired ROI. Basic techniques like cookie retargeting leave opportunity on the table.
- **Advertisers need to adopt a “global optimization” approach to performance.** We all know that display advertising has multiple variables affecting performance. As we’ve discovered, the significance of these variables can be challenging to predict, so marketers should seek a global approach to optimizing campaign performance that looks across attributes before homing in on key performance drivers.

Ultimately, no two campaigns are alike, and what drives their success is tough to predict at the outset, but incredibly valuable to understand.

At DataXu, we recognize the complexity of today’s digital campaigns. We have a unique optimization approach that considers more than 100 parameters for each ad impression. We group these parameters into three categories: consumer, context, and creative. These address the target audience profile (such as age, gender, location); site placement and content details; and the creative concept, unit size, etc.

With the ability to analyze a full range of impression parameters, continually evaluate what’s working, and put that knowledge into action, DataXu’s platform offers its customers a major advantage vs. a more siloed approach that targets or optimizes any one of these areas individually.

DataXu’s MarketPulse explores the data that defines today’s digital advertising marketplace. Stay tuned for future insights from DataXu.



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