

Through Google's DoubleClick Ad Exchange and real-time bidding, Next Performance dramatically extends reach and boosts performance by up to 20%

About Next Performance

- www.nextperformance.com
- Headquartered in Paris with offices in London, Munich and Berlin
- Launched in 2008
- Real-time media platform
- 800 active clients
- Operational in nine countries

Goals

- Retarget users with personalised creatives optimised in real-time
- Streamline cross-market media buying
- Gain access to long-tail and premium inventory
- Maximise scalability, reach and performance

Approach

- Adopted DoubleClick Ad Exchange (AdX) for real-time bidding (RTB)
- Built a bespoke bidder integrated with the AdX RTB API
- Used cookie-matching to segment and bid for the most engaged audiences and inventory most likely to yield conversions

Results

- Over 90% of AdX media is bought through RTB
- Bespoke bidder handles 420 million bid requests per day
- Each RTB request is processed in approximately 7 milliseconds
- Serves more than 2 billion personalised impressions per month
- Compared with static retargeting, RTB solution delivers a six-fold increase in click-through rates

For more information about Next Performance, visit:
www.nextperformance.com

Background

Specialising in audience retargeting, Next Performance operates in 10 countries and serves a wide range of sectors including telecommunications, food and drink, retail, travel and more. Their high-profile customers include Orange, Easyjet, McDonalds and Etam.

Next Performance's objective is to bring back users who have visited a client's website but haven't yet converted. To achieve this, it uses "audience targeting" within its network of publishers and identify internet users who have visited a client's site before. It then delivers optimised ads to those users when they visit other sites.

Audience segmentation is a fundamental area of expertise. "We are focused on how to configure the audience for e-commerce and e-tailer websites," explains Vincent Karachira, the company's founder and CEO. "We define for each segment what will be the best campaign, the best banner and the most efficient content for each user of this audience."

Supply and demand

"For a retargeting company, supply is the key," Vincent reveals. Finding partners who can supply large volumes of inventory is critical to success. To address this need, Next Performance was among the first companies in Europe to use the DoubleClick Ad Exchange (AdX), Google's global, open, transparent and brand-safe marketplace for buying and selling display advertising space. AdX connects media buyers and sellers, providing ad networks like Next Performance with real-time access to a large pool of quality inventory.

Real-time bidding (RTB) is the automated process that allows media buyers to evaluate, bid on and purchase ad inventory on an impression-by-impression basis and in real time. Early in 2012, Next Performance built its own bidder and integrated into this the AdX RTB API. "RTB is a way to continue our scale and to optimise the way we work with AdX," Vincent explains. "It is a tool that enables us to buy more and better inventory using AdX."

Following the integration, Vincent and his team wanted to make sure that they could achieve the same performance and volume on AdX through RTB as they had with non-RTB purchasing. "After some optimisation, we found exactly what we were looking for," he reports. At this stage, Next Performance shifted over 90% of their AdX purchasing to RTB.

"When you buy from channels other than RTB, you do not buy what you need, you buy what you are permitted to. Just by buying what you need you can drive between 10% and 20% better performance."
— **Vincent Karachira, Founder and CEO, Next Performance**

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

Growth opportunities

Vincent is enthusiastic about the benefits AdX delivers to Next Performance. In terms of reach, he notes that in the first two years of use it extended excellent opportunities to connect with long-tail publishers. "Now there are a lot of premium publishers joining AdX," he observes. "We've seen this in France, which is our core market, but we're also seeing this trend in Europe."

Cross-market media buying is another advantage of using AdX. Expansion plans for Next Performance include the UK, Germany, Brazil, Turkey and Russia. "AdX is a strong opportunity for us because it gives the capacity to launch a new client in several countries very easily," he says. "For a company like us, when you start in a country where you don't have operations running on the ground, you have to build a network, and this takes time. In our business, speed is critical. If you are able to open up a country just by pushing a button, it's a real asset."

In addition to new geographic markets, Next Performance is interested in new channels beyond display advertising. "We are really interested in new formats like mobile, rich media, video and so on," says Vincent. "It is interesting to us to see where we can drive our business through AdX in this way. Long term, it means new possibilities for companies like ours to build new offers and business opportunities." AdX provides Next Performance access to new channels beyond static display advertising.

"In our business, speed is critical. If you are able to open up a country just by pushing a button, it's a real asset."

— Vincent Karachira, Founder and CEO, Next Performance

Client success: Etam

Clothing retailer Etam was one of the first clients to use retargeting services from Next Performance. The client was already using another retargeting partner, but challenged Next Performance to deliver better results on post-click sales.

The solution has two components. First, the creatives were redesigned to promote brand awareness as a priority. This is so that if an ad does not deliver in terms of performance, it can still extend Etam's salience. There are at least 40 templates available for each campaign, providing multiple ways for banners to display products. These banners are optimised dynamically according to metrics such as click-through or conversion rate.

Secondly, Next Performance segments its audience according to levels of user engagement. Engagement is determined by factors including how many products a user has viewed on the Etam site and how long he or she has spent there. Relevant users can be retargeted based on Etam's own campaign goals, such as the acquisition of new customers or building loyalty among existing fans. Bids for suitable inventory can be automatically decided on the fly. "With RTB we can pay more for these high potential segments," Vincent explains.

Next Performance handily surpassed its predecessor and now services all of Etam's retargeting needs. "During the last 12 months, we delivered to them a million clicks, and now we are delivering between 150,000 and 200,000 clicks per month," Vincent says. But it's not only performance where the company is succeeding; the numbers indicate its activity is central to building the brand too. "For Etam, we delivered over 200 million impressions during the last 12 months." And with high-quality inventory supplied by AdX and controlled by Next Performance's own technology, Vincent predicts that these numbers will only grow.

