

BRANDING ADS CAMPAIGN OPTIMIZED FOR PERFORMANCE

Ad360 significantly improved vCPM compared to competing ad platforms

CHALLENGE

This major hospitality player wanted to maximize viewable impressions within budget, while respecting strict constraints on brand safety, viewability and placement quality.

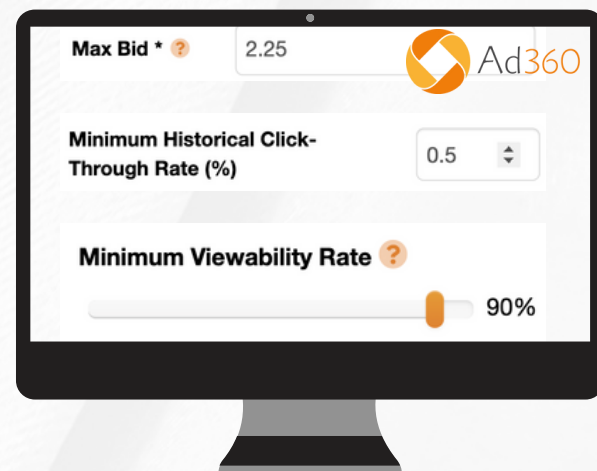


SOLUTION

This major Leisure & Hospitality player ran campaigns in parallel on Ad360, DV360 and Xandr in a **head-to-head competition**.

They leveraged **Ad360 precise control features** to outperform the two other Demand Side Platforms (DSP):

- Site & App Lists (WL & BL)
- Keywords (WL & BL)
- Placement position
- Viewability %
- Expected CTR
- Max Bid



OUTCOME

Ad360 delivered the campaign with stronger viewability results than competing platforms, while paying less for the impressions, resulting in a much better vCPM (viewable CPM).

-> the client got more quality & more quantity



66%
better vCPM



45%
better vCPM

