

IQ Deploy in Action

Ingesting attributed metrics to fuel programmatic display optimizations

TURN



Turn, an independent ad tech company, provides media planning and execution services to brands and their agencies.

Client: Leading Automotive Manufacturer

Challenges

- Previously optimized the automaker's programmatic display media based on flawed, last-click metrics
- Lacked transparency into the attributed metrics the automaker was using to evaluate its performance
- Needed more accurate metrics to inform display optimizations & improve the efficiency & effectiveness of the automaker's display media in driving financially oriented conversions (e.g., dealer site visits, quote requests, financing applications, etc.)



Solution

- Executed a test plan designed to evaluate the performance of display media optimized with last-click vs attributed metrics
- Optimized placements in both the control & test groups using last-click metrics over a given period to establish a baseline
- Performed test again, this timing using last-click metrics to optimize placements in the control group and attributed TrueMetrics from the IQ Deploy feed to auto-optimize placements in the test group
- Evaluated the lift over baseline



Benefits/Results

- By optimizing display buys using attributed metrics vs. last-click metrics, Turn was able make changes that produced a 27% increase in conversion rates and a 9.7% increase in conversion volume for the automaker
- Attribution-informed optimizations drove a 67.2% increase in media efficiency over last-click-based optimizations
- Test plan validated the accuracy of Visual IQ's multi-dimensional modeling approach & using the resulting attributed metrics to optimize its clients programmatic display media

IQ Deploy in Action

Delivering superior performance based on superior intelligence



Marin Software offers an integrated SaaS ad management platform for search, social and display advertising.

Client: Top 100 Retailer

Challenges

- Retailer uses the Marin platform to manage its paid search program, which includes 130MM+ keywords in over 100 different search engine accounts
- Marin previously optimized the retailer's search campaigns using last-click metrics, which lacked vital keyword search history & cross-channel assists that contributed to conversions
- Marin sought to leverage more sophisticated metrics in order to help the retailer optimize its bidding process & ultimately increase its return on paid search investment & revenue



Solution

- Leveraging an automated IQ Deploy feed, Marin replaced its last-click metrics with attribution-informed TrueMetrics that revealed the true quantitative impact of paid search campaigns on conversions down to the keyword level
- Automated feed ensured ongoing bidding was based on most accurate metrics & eliminated go-to-market delays for the retailer



Benefits/Results

- Replacing last-click metrics with the retailer's attributed TrueMetrics helped Marin drive a 19% increase in overall marketing ROI for the retailer
- Automated transmission of attributed TrueMetrics enabled Marin to inform bids at time of bid decision

IQ Deploy in Action

Facilitating a publisher pay-for-performance model



OMD, a media planning and buying agency, is tasked with boosting its clients' year-over-year media performance.

Client: Leading Financial Services Company

Challenges

- Recognized that last-click metrics didn't provide insight into how the client's display ads factored into overall customer path
- Sought an equitable way to distribute conversion credit among display publishers
- Sought to incent publishers to increase the client's ROI & conversions



Solution

- Leveraged attributed metrics to facilitate an equitable pay-for-performance model
- New model ensured publishers received fair compensation based on their actual contribution to conversions
- Automated delivery of attributed metrics via IQ Deploy enabled publishers to deliver the right ads to the right user, at the right time & place
- Produced weekly blind rankings reports that motivated publishers to optimize the client's display buys & placements



Benefits/Results

- Produced & analyzed a set of attributed metrics that resulted in an 18% increase in conversions for the client, as well as happier publishers
- Able to analyze attribution data on a daily basis so insights can be acted on quickly
- Produced a scenario in which the advertiser, agency & publishers can all learn what's working & what's not