

Programmatic (Performance Display)

**Capture genuinely new customers and/
or grow your digital visibility, rather than
employing remarketing-only bid strategies**



The challenge

Some 82.5% of digital display ads will be bought via automated channels in 2018, amounting to over \$46bn being spent on programmatic advertising. That's \$10bn more than in 2017, and in the US alone. At those levels of investment, it's easy for wasted spending to assume huge proportions very quickly. In fact, research suggests that 93% of senior marketers from large brands believe that up to a fifth of their ads are viewed by robots.

How can marketers join the programmatic revolution without subjecting themselves to fraud?



The solution

QueryClick employ multiple strategies to protect customers and reduce campaign costs without impacting results. For example, viewable post-view bid criteria ensure you pay only for ads that are actually seen; this also avoids 'cookie bombing'. We remove fraudulent activity using white-lists, algorithmic detection, ad.txt adoption and complete transparency on private marketplace deals.

Our customer-led attribution model also eliminates the issue of post-view attribution for the channel, by ensuring that ads only seen post-conversion are discounted as a contributing channel. For further accountability, QueryClick's fees for programmatic campaigns are de-coupled from your ad spend, and we also work to performance-tied contracts as standard.



Benefits

- Reduced campaign costs compared with other providers by 40-70% thanks to anti-fraud and viewable post view bid control
- Avoid 'cookie bombing' in prospecting campaigns
- Accurate attribution: eliminate the issue of post-view attribution for the channel
- Our fees for programmatic campaigns are fully de-coupled from your ad spend
- Transparent marketplace deals
- Performance-tied contracts as standard



Outcomes

Hunter Boots: QC enabled automated contextual bid adjustment when rain occurred in locations across the UK & US. The impact of ads with increased relevance was a 27% improvement in conversion rates during rain and increased paid revenues by 212%

UK credit card company: QC's approach reduced CPA by £50, by capturing customers through programmatic earlier in the buying cycle so they could be bought via Paid Search on cheaper brand terms. The strategy drove up brand search terms by 3x, delivering a highly successful customer path to conversion

Major UK fashion retailer: QC achieved a reduction in paid cost per booking of 30% and an increase in paid revenue of 19% per month by restructuring Speed Dater's AdWords account to allow granular location targeting and generic segmentation at scale

European consumer electronics group: Our re-architecting of Aggreko's account after conducting a 28 country review allowed QC to prioritise generic growth and drive down inefficient spend: a 59% reduction in CPA, improved conversion rates by 74% for paid traffic, and an overall 382% increase in ROI



Technical notes

QueryClick's DSP technology partners are Avocet and DoubleClick. Delivering ad creative using our preferred DMP Cablato also means best-in-class ad delivery speed, personalisation, and impact.

Our custom automation platform *Sternidae* (see separate datasheet) enables data ingestion and cleansing, provides API manipulation and production, and enables dynamic automation of or adjustment to programmatic campaigns according to any criteria.