

# Digital Advertising in 2014: An Industry in Motion

The Year in Review





Every new year brings with it new resolutions, and 2014 was no different. It started with a promise to continue changing the way we connect people to new possibilities in the moments that matter the most to them. We resolved to continue transforming our industry and move digital advertising forward.

As we stand at the edge of 2015, it's only prudent we look back on the year that was 2014. This year in review looks at the ideas we congregated around as an industry, the technology we evolved to realize them, and the impact we saw from executing on them.

**Partnering in 2014, together we:**

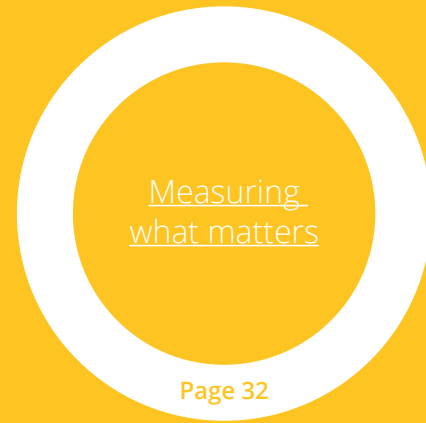
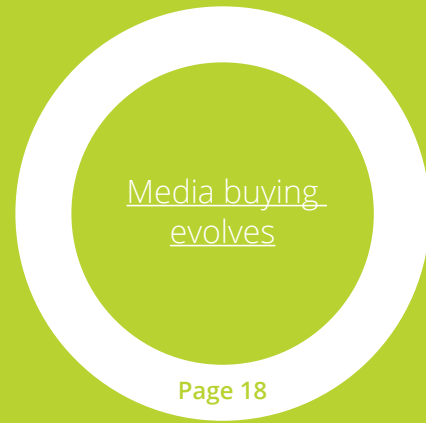
Told stories through big, beautiful canvases everywhere

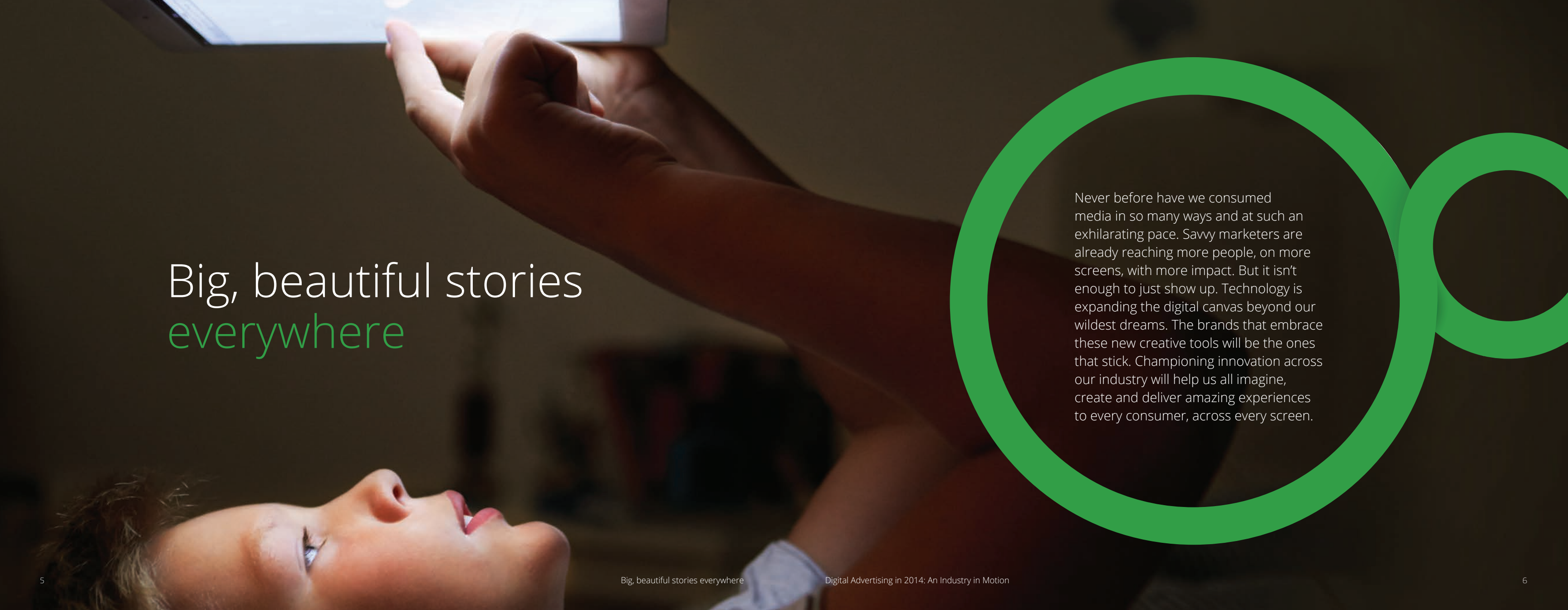
Evolved media buying to reap the benefits of programmatic

Sought insights from data and measured what mattered with the standardization of new viewability metrics

Made digital easier for all of us

As we raise a toast to the year that was and look forward to 2015, we at DoubleClick resolve to continue working with you to shape the future of the advertising ecosystem. Thank you for partnering with us and ensuring that we never stay still, and as an industry, we're always in motion.





# Big, beautiful stories everywhere

Never before have we consumed media in so many ways and at such an exhilarating pace. Savvy marketers are already reaching more people, on more screens, with more impact. But it isn't enough to just show up. Technology is expanding the digital canvas beyond our wildest dreams. The brands that embrace these new creative tools will be the ones that stick. Championing innovation across our industry will help us all imagine, create and deliver amazing experiences to every consumer, across every screen.

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## Industry initiatives and thought leadership



### Advocating for a universal standard

If we're to truly delight the modern consumer, our industry needs a universal mobile-ready standard that works across screens. Creative teams at the edge of digital advertising have already made the move to HTML5. Those still clinging to old formats are missing opportunities to connect with consumers in meaningful ways. Earlier this year, the **IAB** started the **Make Mobile Work** initiative to advocate for **universal adoption of HTML5**. Its "**Open Letter to Marketers**" was signed by Google and 22 other media publishers.



### Recognizing mobile-ready experts

As we move toward a new standard, advertisers want to feel confident that their creative partners are on their game. **DoubleClick Studio Certification** recognizes agencies with the skills to deliver high-performing rich media advertising for every screen. Certified partners are experts in HTML5, dynamic creative, YouTube Masthead and VPAID. Once certified, partners get access to **VIP support, exclusive education** and **product betas** to help them stay on the cutting edge.



### Breaking down creative walls

In the 1960s, the simple idea of partnering art directors and copywriters changed the advertising industry forever. But today's campaigns are driven by technology as much as art and copy. It no longer makes sense to keep code out of the creative process. The **Art, Copy & Code** project works with brands like Volkswagen, Burberry and Nike to explore new ways to build digital experiences people will love, remember and share.



### Nike's Phenomenal Shot

As part of the Art, Copy & Code collaboration, **Nike** teamed up with Grow, Wieden+Kennedy, Mindshare and Goo Technologies to tap into the energy of the World Cup across the web. The result was **Nike Phenomenal Shot**, a global campaign that invited fans to remix and share moments from a game as they happened.



Within seconds of a memorable match or shot, **Nike used programmatic buying** to deliver 3D display ads across the web and brought athletes to life via a rich WebGL experience. Fans could rotate 360 degrees around the players, panning and tilting their phones to create the perfect shareable shot. The campaign ran in 15 countries and spread like wildfire, with **over 2 million people from more than 200 countries** playing along.

## New products driving advertising innovation

### Canvases brands can get behind

Delivering beautiful creative today presents its own set of challenges. **New display formats and tools** now make it easier for brands to shine on every screen.

- **Mobile Lightbox Engagement Ads** use an advertiser's mobile assets to dynamically create rich media HTML5 ads that run seamlessly across devices.
- **TrueView ads**, which reach consumers while they engage with their favorite apps, are now available across the AdMob network.
- An **interstitial in-app format** for the AdMob network gives the text ad the gloss of a print magazine.
- The new AdSense **anchor ad format** locks an ad at the bottom of a mobile screen while people scroll up or down.



### Taking existing creative cross-screen

In an ideal world everyone would build creative with all screens in mind. Until then, new tools help convert existing desktop ads into versions that work beautifully across screens. More **HTML5 and in-app formats** for **DoubleClick Studio Layouts** make it easier to quickly create rich media ads. **Flash-to-HTML5 conversion tools** for the Google Display Network and the DoubleClick Digital Marketing platform automate the creation of HTML5 versions of Flash ads. When Flash isn't supported, the interactive HTML5 ad can be served up instead of a traditional static backup.

### Creative that's compelling, not complex

The **updated Google Web Designer** makes it easier to **create engaging HTML5 experiences**. Designers can now make any element interactive and customize the type of interactivity, while a new timeline gives them more control over animated builds. Tighter integration with Google Drive, DoubleClick Studio, DoubleClick Campaign Manager and AdWords also makes collaboration easier for faster delivery.

### New VPAID Layouts help video assets work harder

Using the IAB's VPAID standard, advertisers with video assets can turn a linear video into a rich, interactive experience within a single ad unit. **Four new VPAID Layouts in DoubleClick Studio** now make this easier to do. In just a few minutes, designers can upload a video to the Studio Layouts tool and add layers of information for an interactive ad that meets VPAID specs.

Over a third of mobile phone users streamed or downloaded video on their mobile devices this year. Next year, that number is expected to jump to 40%.

eMarketer Comparative Estimates,  
August 2014

### More ways to engage with live video



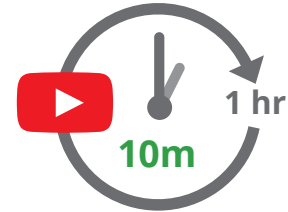
#### Live streaming via new Lightbox Engagement ad format

When LG Korea launched its new G2 smartphone with an event in Lincoln Center, it wanted a way to live stream the event to the world via rich media ads. The company partnered with Google to develop a new ad format within DoubleClick Studio. The result was a **custom Lightbox Engagement ad** that let people tune into the event via a **YouTube live stream**. The format was so successful it was built into the **DoubleClick Studio Featured Video Layout**. It's now available for everyone to use.



#### Live video ad delivery with mDialog

Viewers expect the same quality experience whether they're watching video on a 5-inch screen or a 50-inch screen – and that experience includes advertising. Technology can help advertisers meet, and even exceed, consumer expectations with targeted, in-stream video ad delivery. With the acquisition of **mDialog**, DoubleClick customers can now **dynamically insert ads** into **live, linear** and **video-on-demand content** seamlessly **across all screens**. Even better, specific messages can be delivered to an individual viewer for a level of targeting that's only possible with digital.



LG Korea's Lightbox Engagement ad earned **10 million playbacks** during a **1-hour live launch** event.



### Cross-screen campaigns made easier

Some marketers are struggling to get up to speed on the new technologies and strategies they need to deliver successful cross-screen campaigns. **New tools launched** across **DoubleClick Digital Marketing** make it easier to build, buy, target, execute and measure across screens. Features include **Google Web Designer integration, in-app remarketing** and **in-app conversion tracking**. We also increased mobile inventory and created a **publisher certification program** for in-app creative formats.

### Making time to imagine

Quick turnarounds and multiple ad formats mean that creatives don't get a lot of hours in their schedule to focus on big ideas. With the **launch of DoubleClick Studio Layouts**, what used to take an hour or two to hand code can now be done in five or ten minutes, including trafficking and reporting tags. Less time spent on tedious production means more time for thinking up those big creative ideas.

“Normally, we would just run some static images. These tools give us a quick and easy way to do something impressive for our clients.”

Gerard Rowan, creative director,  
Millmaine Entertainment Marketing

## Advertisers and publishers getting results

### A lost world found through video

Millmaine Entertainment Marketing needed to build excitement for the National Gallery of Australia’s “Lost World of Peru” exhibit. Since a big chunk of the campaign budget had gone into producing a TV commercial, the agency wanted to transform that video into rich media ads without a lot of added cost.

Using DoubleClick Studio Layouts they were able to **create engaging ads** with HTML5 in **under an hour**, at **minimal expense**.

The resulting campaign was seen by more than a quarter-million people, and a single newspaper page takeover earned **84,000 impressions and 0.38 CTR in one day**. Millmaine has since added DoubleClick Studio Layouts and HTML5 to its regular creative toolbox.

**millmaine**  
ENTERTAINMENT MARKETING

### TalkTalk’s mobile issues gone in a flash

As one of the UK’s biggest telecoms, TalkTalk was producing a large volume of Flash ads. To deal with incompatibilities, the company ran each one with a static backup GIF, with less than stellar results. Aside from aesthetic issues, elements would often display incorrectly or not at all. The company decided to give HTML5 a try, using **Google Web Designer** to build **HTML5** backup versions of the Flash ads.

TalkTalk expected the volume of GIFs served to drop, and they did – from 7% to 0.5%. But it didn’t expect the **HTML5 ads** to actually **outperform** their Flash equivalents in both **click-throughs** and **conversions**, for a 12% lower eCPA. TalkTalk produced its next campaign entirely in HTML5. The mobile eCPA for that campaign beat its desktop eCPA by 50%.

## TalkTalk



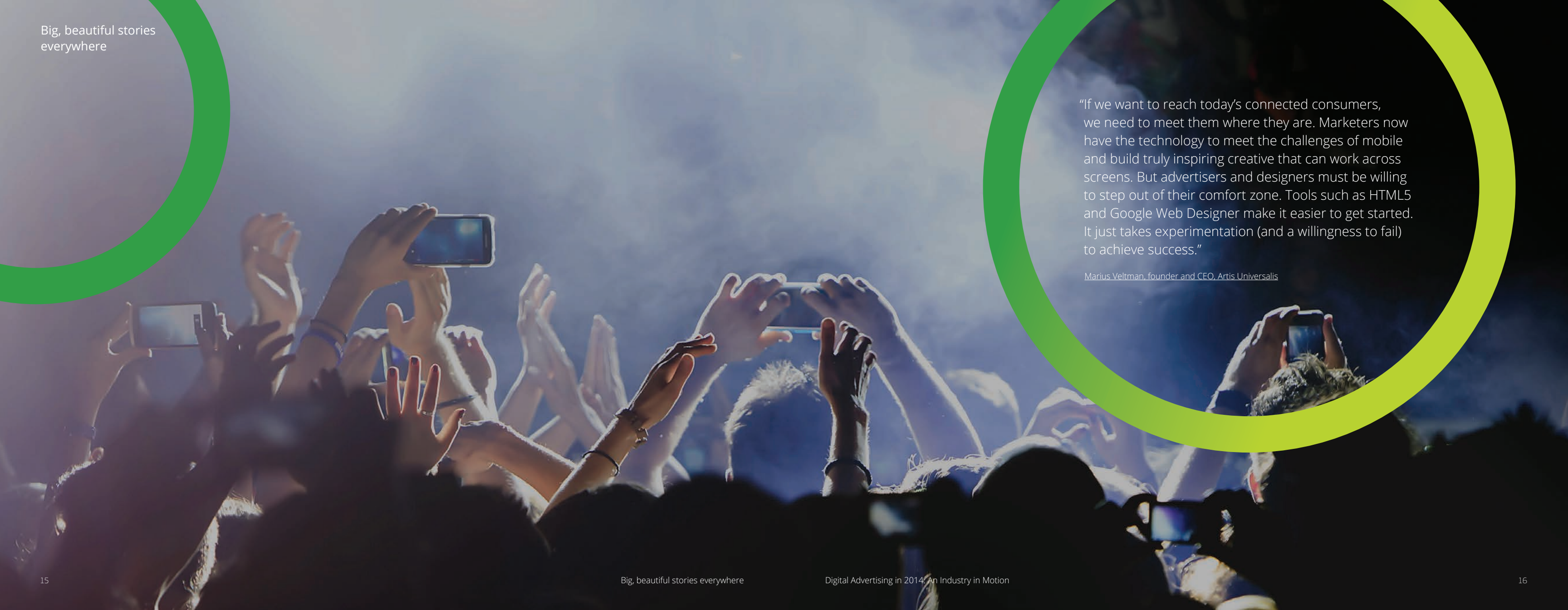
The buzz around HTML5 isn’t lip service. Talk Talk’s mobile HTML5 ads beat FLASH ads’ **eCPA** by **12%** and desktop ads by **50%**.

### T-Mobile makes the switch

When T-Mobile wanted to entice competitors’ customers to switch, it switched to HTML5 first. The resulting HTML5 mobile ads equalled or outperformed Flash desktop ads in key conversion categories, and **mobile CTR outperformed desktop CTR more than 400%**.

**T-Mobile**





Big, beautiful stories  
everywhere

"If we want to reach today's connected consumers, we need to meet them where they are. Marketers now have the technology to meet the challenges of mobile and build truly inspiring creative that can work across screens. But advertisers and designers must be willing to step out of their comfort zone. Tools such as HTML5 and Google Web Designer make it easier to get started. It just takes experimentation (and a willingness to fail) to achieve success."

*Marius Veltman, founder and CEO, Artis Universalis*



# Media buying evolves

Buying digital could, and should, be a lot easier. Programmatic technologies are enabling just that – automating media buying across channels, in real time. With programmatic, advertisers are making faster and smarter buying decisions, and publishers are seeing previously undervalued inventory perform in exciting new ways.

The past year has seen programmatic gain speed in new areas like mobile and video. It's no longer a question of whether programmatic will transform our industry, but when.

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## Industry initiatives and thought leadership



### Moving programmatic forward

Programmatic isn't just transforming the way we buy and sell advertising – it's **transforming digital marketing**. It's no wonder that it's the [ANA marketing word of the year](#). For marketers, programmatic buying means better targeting, relevance, efficiency and impact. Meanwhile publishers can unlock the value of underused inventory and build deeper relationships with brands. As a result, the customer's journey becomes more relevant, interesting and seamless across every screen. What does all this mean for our industry as a whole?

We commissioned Advertising Age to [study successful approaches to adopting programmatic buying](#). For many marketers surveyed, programmatic is already helping increase targeting, efficiency and relevance across platforms. As technologies mature and buyers and sellers gain expertise, programmatic is expected to become the norm.



### A brand marketer's guide to programmatic

Forward-thinking marketers are already reaping the benefits of programmatic buying with **1:1 connections, optimized budgets** and **increased ROI**. DoubleClick created **"Programmatic: A Brand Marketer's Guide"** to help advertisers embrace this new model with confidence.

### 5 steps to successful programmatic buying



**Organize** audience insights



**Design** compelling creative



**Execute** with integrated technology



**Reach** audiences across screens



**Measure** the impact

From ["Programmatic: A Brand Marketer's Guide"](#), DoubleClick, December 2014

### Marketers say...

- About **1/2** of their buys will be programmatic within 5 years.
- Programmatic has had a positive effect on **click-through rates. 44.3%** think so, and most believe this rise will continue.
- Programmatic is now **top-of-mind for 41.5%** of them when designing a media plan.

From ["The Programmatic Revolution: How Technology is Transforming Marketing"](#), Advertising Age and DoubleClick, September 2014

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Google partner select

### Growing the premium marketplace

Top brands are eager to buy high quality video programmatically, but worry about buying inventory that won't reach their audiences – or worse, will put their brand at risk by running against low quality content. Premium publishers are eager to move ads, but want more transparency and control over which brands they sell to. **Google Partner Select** takes the risk out of **programmatic video** buying and selling. Through this new premium marketplace, a select group of top advertisers can buy **premium video** advertising programmatically from publishers with confidence.



### Mind the real-time gap

In today's retail market, **responsive search marketing** is crucial. Online customers don't just want what they want – they want it faster, better, cheaper and with a higher degree of service. Google commissioned Forrester Consulting to evaluate the paid search marketing programs of major US, British, German, French and Italian retailers. According to [the findings](#), nearly half of the respondents report taking days or longer to respond to unexpected events, and only 20% have access to click and conversion in real time. That **"real-time gap"** is costing retailers revenue. **Automation** would help companies build stronger programs with faster data access and fewer operational hassles.

"The real value of programmatic is using our data on intent-based traffic to allow [buyers] to access inventory against groups, particularly in areas that we haven't been able to monetize effectively before. By placing our inventory in a real time marketplace with parameters, we can often uncover more value than anticipated."

Neil Vogel, CEO, About.com

From ["The Programmatic Revolution: How Technology is Transforming Marketing"](#), Advertising Age and DoubleClick, September 2014

"2014 has seen the most dramatic growth and expansion in programmatic advertising to date, thanks to the build-out of private marketplaces and programmatic direct deals, as well as continued maturation in both mobile and video advertising."

From ["US programmatic ad spend tops \\$10 billion this year, to double by 2016"](#), eMarketer, October 2014

## New products driving advertising innovation



### Simplifying buying for everyone

Whether buying programmatically or traditionally, no marketer benefits from a fragmented media landscape. Managing disparate processes and technologies uses up time and attention that could be spent on strategy. DoubleClick Digital Marketing addresses the issue by giving marketers a true cross-media experience. This year's launch of the **DoubleClick Planning** tool went a step further, **unifying programmatic** and **traditional reservation buys** so marketers can discover and buy great inventory all in the same place.

### Real-time automated bidding

The online world moves fast, and buyers need to react ever faster. With improvements to real-time automated bidding in **DoubleClick Bid Manager**, a line item's bid now changes dynamically based on the likelihood that an impression will perform well. **Bids** are automatically **optimized** throughout the day based on that **near-instant conversion data**.

### First-line fraud defense

**Ad fraud** is a serious threat to the digital advertising ecosystem. New capabilities in **DoubleClick Bid Manager** ensure advertisers only buy legitimate inventory. Suppliers that use hidden ads are proactively blacklisted across the exchange. With the acquisition of **spider.io**, DoubleClick video and display advertising products will have even **better protection** from toolbar-injected ads and ads hidden within iframes, among other types of fraud.

spider.io

"Digital media buying is being revolutionized by programmatic buying technologies. Growth will remain strong over the next four years, with an average annual growth rate of 27%, to reach \$53 billion by 2018."

Magna Global, September 2014



### More impact when and where it counts

Location-based services have become a simple fact of our daily lives. We not only accept them – we expect them. The new **geofence targeting** feature in DoubleClick Bid Manager lets marketers deliver specific ads based on proximity, privacy and reach. Consumers are increasingly open to receiving special offers and other mobile alerts. Geofence targeting helps advertisers ensure the content served up is relevant, timely and useful.



### Dynamic creative augments programmatic buys

With programmatic technologies, advertisers can use audience information from their media buys to craft relevant ads for every viewer. The challenge is doing so at scale. New **dynamic creative tools** across DoubleClick Creative Solutions make the process easier to manage.

1. A lightweight version of dynamic tools for retail and hotel clients is now available in DoubleClick Bid Manager, and advertisers can target dynamic campaigns to right-hand side inventory on the Facebook Exchange. **Six new HTML5 templates** simplify the creation of dynamic ads that align with the programmatic media buy.
2. Advertisers can pull their **Google Merchant Center Feed** into **dynamic remarketing campaigns** in both DoubleClick Studio and DoubleClick Bid Manager. Complex retail campaigns can be created without having to re-input the data.
3. The new **u-reporting feature** in DoubleClick Studio lets marketers track which products in a dynamic ad lead to which website conversions.

“The ultimate benefit that we’re working toward is to address the totality of demand in the market – something we could never do without programmatic.”

Michael Zimbalist, senior VP - ad products and R&D, The New York Times Company

From “The Programmatic Revolution: How Technology is Transforming Marketing”, Advertising Age and DoubleClick, September 2014

“The demand was there the first day we actually switched programmatic on, and it has increased ever since.”

[Martin Schradieck, managing director, Jubii A/S](#)

## Advertisers and publishers getting results

### Finding buyers with programmatic

Jubii Media is part publisher, part media network, and one of the first companies to go programmatic in Scandinavia. Jubii has exclusive rights to sell inventory for a large range of sites in Denmark. Since moving to programmatic sales, **overall eCPM has more than doubled** and Jubii's **fill rate is around 95%**.



### Viki goes global

Launched in 2010, Viki already has tens of millions of monthly global users who watch and share TV shows, movies, music videos and other premium content in 160 languages. As the company grew into new markets, building ad network relationships and individual partnerships was taking too much time. **Viki used AdX to instantly connect to thousands of advertisers and ad networks** around the world. The company now has the reach it needs to monetize video content across screens at global scale.



### Time for private exchanges

Some publishers worry that programmatic will lead to lower ad rates and poor ad quality. Private exchanges allay fears by making it possible to set established price floors and control which buyers are allowed to participate. Time Inc. created its private exchange in 2012 to handle domestic properties. Far from eroding ad revenue, programmatic selling dramatically increased it. As programmatic capabilities grew to handle more complex units and data, the company also saw a growing demand for premium inventory. Time has now **expanded its private ad exchange** to include all worldwide digital properties.

## Time Inc.

Local Media Consortium has partnered with DoubleClick to launch a private ad exchange for the organization's members, 1000+ newspapers and broadcast stations. The exchange will give national advertisers access to billions of monthly impressions of quality display inventory.



### Making every pound count

When TalkTalk decided to shift its display strategy to programmatic campaigns, it was focused on optimizing its ad spend. The UK telecom didn't expect the move to change the way it advertised for good. At the time, display advertising represented only 7% of TalkTalk's online sales. Programmatic buying through DoubleClick Bid Manager was so successful that today **display counts for 27% of the company's mix**. It's proven particularly effective in upselling to existing customers, with **58% of product upgrades now driven by display**.

## TalkTalk

“One of the areas I'm really proud of at the moment is the way we re-engage our existing customers and keep them excited. Display is now driving over 58% of our product upgrade volumes, which is crazy.”

[Mark Squires, online marketing manager of display and technology, TalkTalk](#)



"The technologies and models for highly effective programmatic buying are already at hand. The sooner marketers and media companies throughout the advertising industry learn to put them to use, the sooner the full promise of programmatic will come to fruition."

From "The Programmatic Revolution: How Technology is Transforming Marketing", Advertising Age and DoubleClick, September 2014



A close-up photograph of a man with a beard and blue eyes, wearing a grey hoodie, leaning over a desk and looking intently at a laptop screen. His hands are on the keyboard, which is slightly out of focus. The background is bright and blurred.

# Measuring what matters

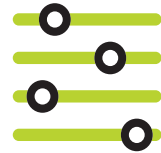
Measurement has never been more important to our industry. As brands increase their digital advertising spend, they deserve to know what they're really paying for. More valuable metrics, like viewability, are an essential first step in unlocking the full value of digital. At the same time, technology can protect investments and drive deeper insights through better analytics, attribution, verification and fraud detection. Our industry now has the ability to deliver the sophisticated measurement advertisers and publishers have been waiting for – they only need embrace it.

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## Industry initiatives and thought leadership

### Partnering for a better GRP metric



This year [comScore partnered with Google](#) to launch an actionable GRP metric in DoubleClick. The new, **third-party comScore vCE metric is built into DoubleClick's ad serving products**, giving advertisers and publishers a seamless, tagless setup across the platform. Advertisers can see, in real-time, if they're reaching target audiences, and publishers can make necessary adjustments during a campaign. No more after-the-fact reporting or make-goods.

### The importance of being seen

As ad buying shifts from served to **viewable impressions**, many of the tenets we once held true are being challenged. Does top of page always mean top of mind? Is bigger actually better? In a [study](#) of its display advertising platforms, Google set out to identify which factors do and don't affect viewability. The findings are as exciting as they are surprising. The more we understand and embrace viewability metrics as an industry, the more opportunities we'll uncover for advertisers and publishers alike.



Not all above-the-fold impressions are viewable, while many below-the-fold impressions are. The most viewable position is right above the fold, not at the top of the page.

From "[The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers](#)", Google, November 2014

### Protecting brands and budgets

With so many advertising formats, inventory sources and types of media buys, how do marketers ensure messages reach their target audiences as intended? **Verification solutions** validate the delivery of ads, empowering marketers with the confidence to invest in digital. DoubleClick's whitepaper, "[5 Keys to Protecting Brand and Budget](#)", guides marketers through the process of evaluating these important solutions.

#### 5 keys of a winning verification solution to protect your brand and budget:

- Broad spectrum of insights
- Seamless integration
- Coverage across formats, screens, and channels
- Objective and transparent
- Empowers action

From "[5 Keys to Protecting Brand and Budget](#)", DoubleClick, December 2014

## New products driving advertising innovation

### Making brand measurement actionable

This year DoubleClick moved a step closer to making brand measurement as actionable as the click. With the [launch of Active View](#), an MRC-certified [viewability solution](#), across the DoubleClick platform, advertisers and publishers now have access to a common, integrated metric to evaluate and compare the viewability of digital impressions.

### Powering analytics with attribution

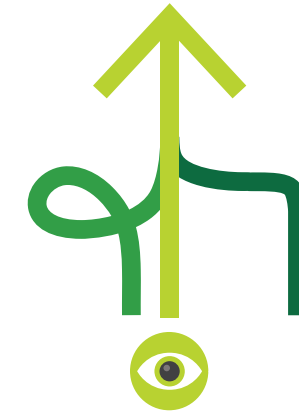
This year's [acquisition of Adometry](#), a leading provider of attribution solutions, gives Google Analytics Premium customers an additional set of tools to measure impact across digital campaigns. Attribution data helps marketers understand the influence of different channels on their customers' paths to purchase. With these metrics, brands can focus ad dollars where they count most.

### Where data becomes insight

Marketers can lose hours – and opportunities – digging through spreadsheets in search of useful measurement data. The [addition of the Insights tool](#) to the DoubleClick Digital Marketing platform gives marketers real-time visualizations of data across channels, for both reservation and programmatic buys. These at-a-glance, auto-generated insights help them optimize campaign performance.

*“The new Insights tool is really exciting for us as an agency because it lets us see where and how we can make improvements in our campaigns almost immediately.”*

*Matthew McIntyre, senior media manager, Unique Digital*

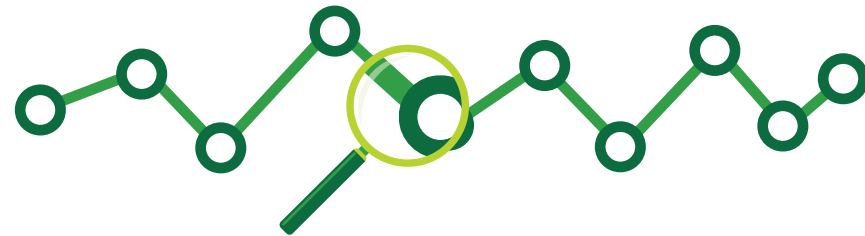


### Web behavior data for smarter bids

Some consumers finalize purchases in minutes, while others take months to research before hitting the buy button. **Integration of Google Analytics into DoubleClick Search** uses post-click website behavior data from buyers' own properties to help improve their bidding decisions. They can also create custom models that value keywords that lead to pre-conversion behaviors like time on site and pages viewed.

### Reacting to search trends in real time

Executing effective search campaigns during high-pressure events like launches and holidays depends on access to real-time data and the ability to act on it fast. **New automated bid strategies** in **DoubleClick Search** give marketers the insights and tools they need to succeed in even the most volatile environments. **Up-to-the-minute conversion reporting** lets them see sales as they come in, so they can make adjustments quickly. Bids can be updated multiple times a day, as needed, and changes go live as soon as they're made.



### Revamped verification tools

The more complex the digital marketing landscape gets, the more important verification becomes. Technology must protect both advertisers' brands and budgets. The **relaunch of DoubleClick Verification** ensures ads reach their audience as intended, so advertisers get what they paid and planned for across all formats, screens, and channels. New features include **viewability integration, video verification** and **ad blocking**.

## Advertisers and publishers getting results

### Kellogg leaves a lasting impression

As a global brand and household name, the Kellogg Company aims to enrich and delight the world through foods and brands that matter, and digital marketing plays a key role in helping them move consumers through the path of purchase. The cereal powerhouse uses programmatic buying with DoubleClick, to drive awareness and consideration of their brands. With Doubleclick, Kellogg's was able to refine the targeting and frequency of its ads **and increase viewability from 56% to over 70%**. The company is now two to three times better at making the right impressions on the right people.



### KLM's digital ROI takes flight

Since 2011, KLM Royal Dutch Airlines has depended on programmatic to reach tens of millions of consumers every year. The company recently implemented DoubleClick Digital Marketing to bring first-party and third-party data into a single view for better efficiency and control. Since implementing a unified platform, KLM's CPA is down 50% and ROI is up 200%. The airline has been able to deliver differentiated campaigns with great success, increasing the sophistication of its marketing without the usual associated cost.



### Healthier ROI through attribution

A leading healthcare firm, with more than \$45 billion in revenue, turned to Media Partnership to improve its digital marketing ROI. Media Partnership used DoubleClick attribution tools to understand the true impact of its client's media mix. By modifying the attribution model from last-click to first-touch, the agency was able to identify the channels driving the highest incremental return. Budgets were reassigned based on findings, and after three months, the healthcare firm **doubled its conversion rate and decreased CPA by 25%**.



### A unified view, on the fly

Gol Linhas Aéreas and its agency, AlmapBBDO, wanted a better understanding of how the airline's online ads were influencing potential fliers across every channel. Almap used DoubleClick Digital Marketing to integrate workflows, deliver targeted messages, and measure campaign impact. With the unified platform, **reporting that used to take ten hours now takes two**. Data is instantly accessed and visualized, giving the agency the time-sensitive insights it needs to make refinements on the fly. With DoubleClick, Almap helped Gol Linhas Aéreas **double ad spend ROI and increase sales by 56%** over the previous year.



The MRC's recent approval of viewability-based transactions has opened the door to an exciting new media currency. In the meantime, technology is bridging the gap with solutions that consolidate disparate real-time data into actionable insights. As more brands adopt this viewable standard, we can begin to build an advertising marketplace that is more transparent and accountable for everyone. An exciting new world is waiting for us beyond the click.





# Digital made easier

In the world of digital advertising, change is the only true constant. Every year brings greater innovation that drives our industry forward into exciting new territories. But rapid innovation presents its own challenges, and fragmentation has become a major growing pain for some. How can advertisers and publishers efficiently plan, create, buy, serve and measure integrated campaigns with so many disparate tools? As the industry continues to grow, unified digital marketing and ad management platforms will not only increase efficacy and performance, but will also help smooth the way for future advancements.

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## Industry initiatives and thought leadership

### Adding data, boosting impact

To realize the full potential of digital advertising, it's important that marketers work smarter, not harder. DoubleClick commissioned BCG to study the effects of advanced techniques on digital advertising ROI. Findings suggest that **data-driven approaches** can **boost consumer engagement and campaign performance by 30 to 50%**. Implementing a unified platform to eliminate organizational fragmentation can drive these gains even higher.

### Unified, data-driven approaches improve both consumer engagement and campaign performance.

- 50%+ better CPA in some cases
- Up to 200% better action rates on clicks and view-throughs
- Up to 70% reduced cost per click and cost per view
- 30 more minutes of audience attention

### 5 key steps to better performance

1. Adopt a unified technology platform
2. Implement advanced techniques
3. Leverage "math men" and women
4. Test and learn
5. Address fragmentation

"In an ideal world, automated technologies would take over data-heavy tasks and leave humans to what they do best."

Tim Peterson and Alex Kantrowitz, "The CMO's guide to Programmatic Buying", Advertising Age, May 2014  
"The CMO's guide to Programmatic Buying", Advertising Age, May 2014



"70% of our display leads come from our retargeting campaigns, and the Google Analytics Premium and DoubleClick Bid Manager integration allows us to move beyond optimizing by site and creative, to quickly personalizing creative."

Melissa Shusterman,  
strategic engagement director, MaassMedia

## New products driving advertising innovation



### A holistic view for better buying

Advertisers and agencies make the best buying decisions when they can view their media plans as a whole. The new **DoubleClick Planning** tool begins to **unify programmatic** and **traditional reservation** inventory management, so marketers can carry out all of their buys in one place.

#### DoubleClick Planning features:

- Two-way sync between planning and campaign execution
- Tools to create, issue and track RFPs
- Ability to negotiate with publishers directly in the UI
- Alerts on discrepancies between planning and trafficking
- IO management and billing actualization
- Ability to add bulk changes via import/export
- T&C management and storage



### Google Analytics completes the picture

Changes in the purchase path open up new opportunities for advertisers. **Google Analytics integration** with **DoubleClick Campaign Manager** and **DoubleClick Bid Manager** helps marketers make the most of these opportunities with a complete view of the customer journey. Better visibility translates into easier analysis, smarter investment decisions and faster turnaround on remarketing.



### A product-centric layer for search

The new **DoubleClick Search Commerce Suite** adds a product-centric layer to search management to seamlessly create, measure and optimize text ad and Shopping campaigns. Direct **integration with Google Merchant Center** means product inventory is visible and accessible within DoubleClick Search so it's easy to act on updates as they happen. The **Performance Bidding Suite** offers the flexibility to optimize from a variety of signals and conversion sources, including **Google Analytics** goals. With more product-level information available, DoubleClick Search bid strategies can **fine-tune bids on high-volume products** while also handling long-tail products that receive less traffic.

"I was able to generate new Shopping campaigns with over 1000 ad groups by product type in a matter of minutes – not only saving us hours of time, but ensuring that our new customers see the most compelling ads that are relevant to them."

Carissa McStay, associate manager, The Search Agency

“The thing that I liked the most is that it was a whole package – DFP and AdX – and that everything works together, seamlessly.”

*Kent Liu, CFO, Viki*

## Advertisers and publishers getting results

### Eliminating data blind spots

Kia was looking for a way to optimize its digital investment to address fast-changing consumer behaviors. One challenge was that Kia's digital data came from multiple vendors and platforms, all collecting different information on the same consumer. Kia and its media agency, Initiative, used DoubleClick Digital Marketing to bring the company's search, video, display and mobile marketing within a single platform. With everything in one place, the team can now see beyond last clicks and win big in the middle of the sales funnel. Measurement is better, reporting is easier, and **Kia's digital CPA has dropped 30%**.



### More strategy, better performance

Neo@Ogilvy, Ogilvy & Mather's global media agency, needed to free up some of the time spent on manual tasks to focus on more strategic activities for its clients. DoubleClick Digital Marketing helped streamline its end-to-end campaign management. With clean cross-channel data consolidated in a single-page view, the agency is able to optimize campaigns in real time. For one major hotel chain client, **conversion rates improved by 400%, ROI by 38% and CPA by 40%**. Better still, process improvements now **save the team 40 hours** of account executive time per week – the equivalent of one full hire.



### Periscopix expands its view

Already leading specialists in SEM, Periscopix was ready to extend its offering to include display. Periscopix adopted DoubleClick Digital Marketing for all of its digital efforts, from building ads, to executing across reservations and programmatic, to measurement and optimization. In a 90-day period, **site traffic increased 158%, conversion rates increased 509% and post-click conversions increased 330%** across campaigns. Since moving all digital marketing efforts to a unified platform, Periscopix's **managed quarterly spend is up 165%**.



### Homing in on search-driven sales

For an e-commerce home goods company with four million SKUs, the ability to iterate quickly is mission critical. Using the DoubleClick Search Commerce Suite, **ATG Stores can directly access Google Merchant Center data** to act on live updates as they happen. In addition to saving time, automation helps the company take advantage of broader long-tail keyword coverage to widen reach and uncover incremental revenue. With an integrated solution, ATG has **tripled return on inventory-managed campaigns**.












“Inventory-aware campaigns have been a game changer. It's impressive to see that what would previously have taken a full week to do is now being updated in the system in less than an hour.”


*Tom Heffernan, search marketing manager, ATG Stores*

"In this forever-changing landscape, a common mistake is assuming that merely implementing technology is the answer to everything. In reality, it's the questions you ask of the technology that make the real difference. Asking the right questions – those that can make you more efficient and provide nuanced messaging for consumers and better results for clients – is a step in the right direction. For us, and many others, choosing an integrated platform that brings together all advertising activity was a good first step."

*Marco Bertozzi, president of AOD, EMEA and North American client services, VivaKi*

Recap:  
Innovation  
unleashed

<p><b>February 4</b> Launched DoubleClick Search Commerce Suite</p> <p><b>February 9</b> Signed Make Mobile Work initiative letter with the IAB and other industry members</p> <p><b>February 10</b> Launched partnership with Comscore to make vCE a more actionable metric across DoubleClick</p> <p><b>February 19</b> Shopping campaigns support comes to DoubleClick Search</p> <p><b>February 21</b> Continued investing in a cleaner web with acquisition of Spider.io</p> <p><b>February 24</b> A better e-commerce experience: DoubleClick Search and Channel Intelligence team up for feed optimization</p> <p><b>February 25</b> Launched Enhanced Formats in DoubleClick Campaign Manager</p> <p><b>February 27</b> DoubleClick Search partners with Boost Media for ad optimization</p>	<p><b>March 3</b> DoubleClick Studio Certification program announced</p> <p><b>March 6</b> Shopping Campaigns Beta launched in DoubleClick Search</p>  <p><b>March 17</b> New features launched in DoubleClick Search executive reporting</p>	<p><b>April 9</b> Launched new DoubleClick Digital Marketing interface</p> 	<p><b>May 6</b> Launched Insights on DoubleClick Digital Marketing</p> <p><b>May 30</b> Launched Google Analytics integration in DoubleClick Digital Marketing</p> 	<p><b>June 4</b> Launched Google Partner Select</p> <p><b>June 18</b> Google Web Designer integration, in-app remarketing, publisher certification program for in-app creative formats, in-app conversion tracking, announced on DoubleClick Digital Marketing</p> <p><b>June 19</b> Announced acquisition of mDialog specializing in monetizing live, linear and on-demand video across screens</p> 	<p><b>July 15</b> Launched ActiveView Reporting in DoubleClick</p> 	<p><b>August 5</b> Updated Google Web Designer</p> <p><b>August 13</b> Bid optimization support for Google Analytics Goals made available in DoubleClick Search</p>  <p><b>August 27</b> Launched DoubleClick Planning in DoubleClick Digital Marketing</p> 	<p><b>September 29</b> Next generation of display ads launched for a multi-screen world</p> 	<p><b>October 7</b> Announced updates to real time automated bidding in DoubleClick Bid Manager</p>  <p><b>October 22</b> 13 new updates to DoubleClick Creative Solutions including creative management tools, dynamic creative tools, tools for better mobile and video ad targeting</p> <p><b>October 28</b> Launched new in-stream video tools to support video ad targeting in DoubleClick Digital Marketing</p>	<p><b>November 11</b> Fighting fraud on DoubleClick Bid Manager</p>	<p><b>December 2</b> 8 new updates announced to DoubleClick Verification: spam filtering and fraud detection, ad blocking, custom alerts, custom classifiers, digital content labels and viewability integration</p>  <p><b>December 3</b> "5 Factors of Viewability" infographic reveals insights into how ads are being viewed on the web</p> <p><b>December 10</b> DoubleClick released "Programmatic: A Brand Marketer's Guide"</p>
February	March	April	May	June	July	August	September	October	November	December



“This is the time where you have to push and demand greatness because your consumers want it. So, I think being fearless is the only answer right now.”

Dana Anderson, senior vice president and CMO, Mondelez  
[“The Best Quotes of Advertising Week”](#), Mashable, October 2014