



DoubleClick Network Builder Case Study Spotlight on Real Girls Media



"I strongly recommend DoubleClick Network Builder for any organization running an ad network or a number of owned and operated sites."

Thomas Kudrycki, EVP Technology and Operations, Real Girls Media

RESULTS AT A GLANCE

Real Girls Media experienced a 50% efficiency gain in their reporting and payment processes.

About Real Girls Media

Real Girls Media (RGM) is a leading digital network created for women, by women. The company aims to build cutting-edge platforms and brands that reflect the major change in how creativity and community come together online. Recognizing that women are the fastest-growing demographic online, the RGM team saw a huge void in the marketplace for a site that enables women to publish their stories like real pros and connect with one another in a democratized environment. RGM's first owned and operated site, DivineCaroline.com, utilizes proprietary technology that allows women to easily submit—and automatically publish—their thoughts and stories. Launched in January 2007, DivineCaroline.com now attracts millions of visitors each month.

In November 2008, Meredith Corporation (NYSE: MDP), one of America's leading media and marketing companies, made a minority investment in RGM. Meredith Corporation and RGM have combined their inventory and sales forces to deliver premium branded content, a valuable participatory community of women, and true quality and scale to advertisers online.

Objectives

In line with RGM's goal to validate, aggregate, and monetize a high-quality female audience, the company launched the Real Girls Network in 2008. RGM offers a premium network of branded sites and influential blogs for women that provide quality scale and engagement to advertisers. By forming the Real Girls Network, RGM sought to extend its audience reach and engagement, thus helping to drive increased results for their advertisers.

Strategy

Real Girls Media implemented DoubleClick Network Builder to better scale and manage their growing premium network. RGM uses DoubleClick Network Builder as a key strategic tool to take their business to the next level, allowing them to:

- *Optimize delivery and maximize revenue across the network.* Detailed real-time performance and revenue reporting provide transparency and visibility into network and partner performance.
- *Introduce automation, efficiency, and control.* Simplified payments and reconciliation processes along with advanced network and partner controls help the day-to-day management of the network.

- *Create stronger partner relationships.* Full-service partner portal provides partners with increased transparency into their site performance.

Results

"Prior to DoubleClick Network Builder, we were using spreadsheets and had a manual and time-consuming payment calculation process. DoubleClick Network Builder has tremendously improved this process. This product and automation have allowed us to eliminate billing errors. We have also seen a 50% reduction in our time spent on payment processing," says Thomas Kudrycki, EVP Technology and Operations for Real Girls Media.

Improved Financial Management Processes

Real Girls Media is now able to manage complex financial terms with their partners using DoubleClick Network Builder's flexible rules engine. They are also able to easily review, adjust, and approve partner payments, saving them significant time from their former manual processes.

Transparency and Visibility

Replacing their formerly manual processes, Real Girls Media now leverages DoubleClick Network Builder to report on estimated and reconciled revenue across their network and for individual partner sites. With greater insight into their inventory and revenues, RGM is now better able to respond to the needs of their advertisers and be more proactive in optimizing their delivery.

Partner Management

RGM now offers its partners a configurable level of reporting granularity, empowering partners to find answers and gain greater insight into the value provided by being a part of the Real Girls Network. This enhancement has increased RGM partners' satisfaction levels and will help with partner retention.

Services and Support

"Significant training and ongoing support are not necessary for this product because of the very intuitive UI and tightly-defined feature set," notes Kudrycki.

Leveraging DoubleClick's dedicated services team, Real Girls Media successfully launched DoubleClick Network Builder for over 40 partners. Through implementation, they were impressed by the ease of the launch, specifically the product usability and their ability to maintain existing processes.

About DoubleClick

DoubleClick is a premier provider of digital marketing technology and services. The world's top marketers, publishers, and agencies utilize DoubleClick's expertise in ad serving, rich media, video, mobile, and search marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers.

DoubleClick is a division of Google Inc. (NASDAQ: GOOG). Learn more at www.doubleclick.com



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