

## Internet Brands Doesn't Have to Choose Between Revenue and Control with DoubleClick Ad Exchange



### About Internet Brands

- [www.internetbrands.com](http://www.internetbrands.com)
- Headquartered in El Segundo, CA
- Internet Brands operates more than 100 vertical websites with a focus on establishing leading online destinations in high-value vertical categories. The company's websites reach more than 55 million unique users per month.

### Goals

- Maximize revenue from advertising inventory not sold via direct sales.
- Minimize channel conflict with the Internet Brands direct sales team.
- Maintain operational efficiency and manage all inventory via a single integrated platform.

### Approach

- Offered inventory in DoubleClick Ad Exchange with complete brand anonymity to prevent sales channel conflict across all Internet Brands websites.
- Activated Dynamic Allocation in Google's DFP ad server to automatically maximize revenue opportunities for each unsold impression.
- Leveraged DFP as a unified platform for managing all direct and indirect revenue opportunities.

### Results

- DoubleClick Ad Exchange became a significant source of indirect revenue and delivered CPMs superior to all other monetization partners.
- Internet Brands was able to unlock new advertising revenue while fully protecting its direct sales relationships and users' experience.
- Direct ad server integration streamlined trafficking and setup and significantly reduced the need for manual optimization of indirect revenue partners.

California-based Internet Brands maintains a diversified portfolio of more than 100 successful online content sites, such as CorvetteForum, BBOonline, and Doityourself, across a diverse range of vertical categories such as Auto, Career, Health, Shopping and Finance. Running a profitable online business at this scale requires technology and revenue partners that can provide the right-level of integration, flexibility and control.

Internet Brands was an early user of DoubleClick Ad Exchange, seeking these capabilities as well as a source of high-quality advertisers. DoubleClick Ad Exchange is an online advertising marketplace that helps sellers get the best price for their unsold inventory by making it available in real-time to thousands of advertisers and ad networks, while applying a breadth of controls around data, advertisers and inventory.

"We were looking for a partner that could deliver more revenue as well as the right level of control against the ads that were coming through," said Alvin Fong, Vice President of Business Operations at Internet Brands. "With the DoubleClick Ad Exchange we can effectively allocate our unsold inventory to a source that allows us to apply a lot of filters and parameters, including keeping our inventory blind, while still monetizing effectively."

### The Right Level of Control

"We have a lot premium inventory that's sold by our direct sales team, and that's our first priority. But when one of our sites is not sold out we like to have an avenue to release inventory that doesn't create a sales channel conflict," says Alvin.

*"We really like the ability to keep our premium brands completely blind in the Ad Exchange as well as the ability to set minimum floor prices for our inventory and to control what ads are coming through."*

With DoubleClick Ad Exchange's extensive automated and human ad reviews, Alvin and his team also spend less time worrying about ad quality issues that may impact the brand image of his company's websites. "The ad quality that has come through is pretty strong. More relevant and better quality than from most partners we have tried."

### Getting Down to Revenue

"Obviously, we won't work with a partner that doesn't generate a revenue lift. When we launched with the DoubleClick Ad Exchange that relationship helped bring in campaigns for us at a significantly higher CPM rate."

---

## About DoubleClick Ad Exchange

DoubleClick Ad Exchange is a real-time marketplace to buy and sell display advertising space. By establishing an open marketplace where prices are set in a real-time auction, Ad Exchange enables display ads and ad space to be allocated much more efficiently and easily across the web.

---

*"We were looking for a partner that could deliver more revenue as well as the right level of control against the ads that were coming through."  
— Alvin Fong, Vice President of Business Operations, Internet Brands*

---

Alvin credits a number of factors for the Ad Exchange's high CPMs and revenue contribution, including the strong performance of Internet Brands' inventory for advertisers as well as integration with Google's DoubleClick for Publishers (DFP) ad serving platform. Because the Internet Brands ad operations team uses DFP to manage their entire ad inventory, they can maximize revenue via the platform's proprietary Dynamic Allocation technology which allows DFP to evaluate bids from the DoubleClick Ad Exchange in real-time.

Ad Exchange competes automatically for any inventory that's not sold by the Internet Brands direct sales team, and will only deliver an ad when it can offer a higher rate than Internet Brands' other monetization partners. "Using Ad Exchange with Dynamic Allocation in DFP we're able to easily set the Ad Exchange at a level that slots in behind our directly sold advertisers while also optimizing in relation to our other monetization partners."

Alvin also notes that tight integration with DFP provides additional benefits beyond Dynamic Allocation. "One of the biggest overall benefits of Ad Exchange is that it's embedded in DFP, so we can easily create and manage campaigns across all of our websites. It fits into our existing workflow."

Of course, technology is only part of the equation.

"The DoubleClick Ad Exchange team has been great as far as providing the support and insight needed to successfully roll-out and support the product across our websites. They are highly responsive and constantly share best practices guidance to help us make the most of the Ad Exchange."

