

DoubleClick for Publishers Small Business helped SodaHead boost effective CPM and serve 75M+ monthly ad impressions.



About SodaHead

- www.sodahead.com
- Encino, CA
- Online discussion community with 1.5M+ members

Goals

- Cost-effectively manage and serve 75M+ monthly ad impressions
- Implement low-priced or free ad serving solution

Approach

- Served nearly all ad inventory via DFP Small Business
- Used integrated AdSense feature to increase revenue from remnant inventory

Results

- Quick and simple startup
- Positive lift in overall effective CPM
- 100% revenue comes from ads served via DFP Small Business
- 15% - 25% online advertising revenue comes from AdSense
- Optimized revenue from remnant inventory

Jason Feffer has a taste for social media. After helping get MySpace off the ground and serving as its vice president of operations, he decided to launch a fresh, new endeavor in 2006: SodaHead.com. An online discussion community with more than 1.5 million members, SodaHead allows people to share their opinions and interests via blogs and poll widgets.

“SodaHead encourages users to share and debate opinions in an open, online community,” Jason explains, “and advertisers prefer this format over traditional social networks, which interrupt private conversations and image-sharing.” With more than 7 million visitors and 75 million ad impressions per month, SodaHead allows advertisers to engage a wide audience with sponsored page skins and syndicated poll widgets.

Right tools, right price

To manage SodaHead’s ad delivery, Jason sought an ad serving solution offering the right combination of features and benefits. “I had criteria that included price, reliability and stability, ease-of-use and the standard requirements for an ad server: geotargeting, custom targeting, reporting, forecasting, optimization and prioritization,” he recalls.

“I leaned toward using DoubleClick for Publishers (DFP) from experience,” Jason continues, noting that he managed DoubleClick’s DART for Publishers solution while at MySpace. The new DFP from Google, combining the best of Google and DoubleClick intelligence, design and usability, was therefore a top choice for SodaHead. “And a search for a free ad serving solution led to finding DFP Small Business,” he adds.

DFP Small Business is a free, hosted ad serving and revenue optimization solution. With advanced features such as streamlined ad trafficking and granular reporting, DFP Small Business offers a complete toolkit to easily sell ads on your site directly to advertisers while also working dynamically to help you get the most money from inventory you sell through partners like AdSense and ad networks.

Ad serving made easy

With its simple interface, workflow and inventory management systems, DFP Small Business makes it easy to get up and running quickly. “I learned to use DFP Small Business in a very short time, and I’ve taught people how to use the system for basic trafficking within two hours,” says Jason, describing ease of use. “I appreciate the hierarchy of orders, lines and creatives with flexible targeting and prioritization,” he says.

Keeping inventory “honest”

DFP Small Business serves nearly all of SodaHead’s ad inventory, and nearly 100 percent of SodaHead’s revenue comes from these online ads. Jason and his team use DFP Small Business to manage both SodaHead’s directly sold ads and its remnant ad networks inventory. “DFP Small Business’ flexible prioritization system allows direct sales to always serve before remnant orders,” he notes, “and it also

About DFP Small Business

DoubleClick for Publishers (DFP) Small Business is an easy-to-use yet powerful ad serving solution that helps website publishers manage and grow their online advertising business. Featuring streamlined ad trafficking, inventory management, revenue optimization, and granular reporting, DFP Small Business equips publishers with a complete toolkit for ad delivery and revenue optimization across their directly-sold ads, AdSense, and ad networks.

For more information visit:

www.google.com/dfp/sb

About Google AdSense

Google AdSense™ is a program enabling online businesses to earn revenue from serving ads precisely targeted to their site. Through AdSense, website publishers can also provide their visitors with site search and Google web search, earning revenue through Google ads on the search results pages. AdSense publishers are a part of the Google Network, which includes many of the Top 100 Media Metrix sites such as AOL, About.com, Amazon, Ask.com, and Lycos.

For more information visit:

www.google.com/adsense

"The free pricing, robust features and integration with AdSense makes DFP Small Business unquestionably the best option for small- and medium-sized publishers."

— **Jason Feffer, SodaHead co-founder**

allows ad networks to properly compete for inventory. The ability to have AdSense compete per impression keeps the remnant inventory 'honest,'" he adds.

AdSense adds revenue

Jason also appreciates that Google AdSense is integrated into DFP Small Business. "AdSense generates 15 to 25 percent of our online advertising revenue," he says.

"The integrated AdSense feature makes DFP Small Business an incredibly effective solution for small to medium publishers. Publishers of this size don't sell out their inventory on direct buys, and AdSense can increase revenue dramatically by competing against remnant orders."

With DFP Small Business, the highest paying ad is automatically selected, thereby optimizing revenue.

Refreshing results

Since implementing DFP Small Business, SodaHead has seen an increase in overall effective cost-per-thousand impressions (CPM). Jason attributes this lift to the integrated AdSense feature, as well as the fact that DFP Small Business is free of charge. "It's a free solution, compared to other ad servers that have CPM costs and pricing minimums," he says. "SodaHead would have to spend money on technology resources or serving fees to get a comparable solution."

Continuing to deliver

Going forward, SodaHead plans to offer its users yet another way to discuss and share opinions: Google Buzz. SodaHead members will soon be able to register using an OpenID and publish content to Google Buzz. And, DFP Small Business won't be fizzing out any time soon – it will continue to play a key role in SodaHead's ad delivery. "I don't know why anyone would use a different solution than DFP Small Business," Jason says. "The free pricing, robust features and integration with AdSense makes DFP Small Business unquestionably the best option for small- and medium-sized publishers."

