



AdRoll Rolls Out Strong Automation with the DoubleClick Ad Exchange API

About AdRoll

- www.adroll.com
- Headquarters in San Francisco, CA
- 25 employees and growing
- Founded in 2007, AdRoll provides its customers a simple and effective platform for display retargeting

Goals

- Scale up to deal with rapid growth
- Manage thousands of campaigns with limited staff
- Give personal service to clients with smaller budgets

Approach

- Integrate DoubleClick Ad Exchange API with AdRoll platform
- Provide clients with easy-to-use self-service capabilities
- Provide internal teams with powerful automation to speed up operations

Results

- Now handling thousands of campaigns with same headcount
- Self-serve features available to clients 24-7
- Strong client retention and growing ad budgets

San Francisco-based AdRoll brings sophisticated online advertising to companies that have never used it before. AdRoll's clients sell clothing, gadgets, jewelry and daily deals and just about anything available through e-commerce.

"Automation is our friend. If we didn't have APIs, we couldn't possibly run 2,000+ campaigns and handle 500+ customers every month with an account management team of only five people. The APIs we use from Google allow us to do a lot with fewer people and show our customers great results that they can't get elsewhere.", Adam Berke, Vice President of Business Development, AdRoll.

"To our clients, ROI is first and foremost. So we've focused on making sure our platform delivers a very tangible ROI," says Adam. One of AdRoll's customers, Paul Dempsey of Alternative Apparel says, "AdRoll's platform works so that for every \$1 we spend, we see \$4 or more in incremental sales. That's the kind of marketing channel we need to keep our business growing."

New clients are not only eager to test-drive the AdRoll system but are eager to work with the team and grow their budgets, reflected by a >95% retention rate and a 120% average increase in budget. But how can a small team give personal attention to a growing roster of hundreds of clients? How can they optimize thousands of ad campaigns regardless of the customer's size? AdRoll's strategy is to automate as much as possible. To take a big step in that direction, the company linked its platform to DoubleClick Ad Exchange through their buy-side API.

Smooth transition to API

One advanced online advertising technique AdRoll offers its clients is retargeting which helps companies reach website visitors who previously visited their site and left without converting. It's a powerful approach that takes time, people, and platforms to execute, so this is usually reserved for companies with big budgets.

"Retargeting is the best place to start with display, since it's the lowest-hanging fruit: prospects you know are already interested in your products. It's just a matter of segmenting, budgeting, and bidding properly, based on what a potential conversion is worth," says Adam.

"We make that very easy with our interfaces on the front end and various algorithms behind the scenes, and that ties into what we're automating through the APIs and the openness of the Ad Exchange."

Retargeting also takes a wide selection of inventory.

AdRoll was buying from DoubleClick Ad Exchange 1.0, and had already integrated its platform with the Google AdWords API. So when the Ad Exchange API became available the company jumped at it. "Moving to the Ad Exchange API was a fairly smooth transition," notes Adam. "Having an API was a key requirement for us, so we don't have to manually set up every campaign."

About DoubleClick Ad Exchange DoubleClick Ad Exchange offers an open and transparent marketplace that aggregates buyers and sellers of online display advertising, creating a large pool of global inventory with extensive reach. Through an impression-by-impression auction marketplace, Ad Exchange connects industry-leading online publishers with top-tier advertisers, agencies and networks. For more information, visit: http://www.google.com/doubleclick/advertisers/ad_exchange.html

Today, advertisers can log into the AdRoll dashboard 24/7 to see reporting, set up, or manage their own campaigns with no intervention from AdRoll's staff. That self-service capability is part of the company's unique business model that is paying off big. AdRoll now buys 6X as many Ad Exchange ads as six months ago. To speed up that process, company staff uses the same automated systems as the customers.

"We've automated 100% of our workflow with Ad Exchange. That philosophy of automation and scalability works whether it's a customer or our internal teams taking a more hands on approach with a particular customer. We like the DoubleClick Ad Exchange, since it allows us to build automation real easily. That way, our account management folks and sales people and ad ops teams can afford to spend time with a client even if they only have a small budget."

Responsive partner

"We enjoy working with the DoubleClick team. They've been good about listening to what we need and incorporating that in the API," Adam notes. "We develop in Python, and some of the initial API was not in Python. So the API team created a Python library for us in under a week."

"There's a lot of stuff going on behind the scenes that needs to happen on its own," says Adam. "That's why a technology partner like Google that's good with APIs is a logical partner for us. Their APIs allow us to provide quality service advertisers with smaller budgets all the way up to larger brands and agencies. "