



HEALTHGRADES®

About HealthGrades

- www.healthgrades.com
- Golden, CO
- The leading health care ratings organization

Goals

- Streamline ad network management with a single core platform
- Maximize revenue from inventory not sold via direct sales
- Get strong service and support for variety of integrated solutions

Approach

- Implemented DFP as first ad-serving platform
- Activated Dynamic Allocation to maximize revenue opportunities
- Integrated Ad Exchange, DART Adapt, DART Sales Manager and other solutions with DFP

Results

- Simplified ad network management
- Increased CPMs and boosted operational efficiency
- Increased control over ads

HealthGrades rates integrated DoubleClick solutions a success

Choosing a health care provider can be a life-and-death decision. HealthGrades makes it easier by providing independent ratings and profiles of hospitals, nursing homes and physicians. More than 8MM unique visitors turn to HealthGrades' consumer websites (HealthGrades.com and WrongDiagnosis.com) each month, making the sites the leading online destination for patients seeking providers.

Before implementing DART for Publishers, HealthGrades didn't have an ad server. The company first sold ads using Google AdWords, then expanded to vertical ad networks and finally to DFP in 2007. Today, the company integrates a variety of DoubleClick solutions with its core DFP platform.

"We're relatively new in the ad market and we don't have a huge IT team, so we really appreciate how easy it is to work with DFP and integrate the DoubleClick solutions we need," says Silvia Travesani, Internet advertising director for HealthGrades.

Core reliability

During her career, Travesani learned the hard way that building your own ad server can be difficult and time-consuming — which makes her especially appreciative of the DFP's reliability.

"We don't have to worry that the core functionality of our ad server will work, which is a huge relief," she says. "You know the ads are going to appear and you know the optimization is going to work."

DFP makes it easy for HealthGrades to integrate additional DoubleClick solutions as the company's needs grow and change. HealthGrades added DoubleClick Ad Exchange a year ago, and also relies on DART Sales Manager and DART Adapt.

"We have a lot of room in inventory and we manage a lot of networks, so for us it's been essential to have a reliable core platform in place that allows us to add solutions when we need them," Travesani says.

Higher revenue, no passbacks

One of the added solutions the company relies on most is DoubleClick Ad Exchange, which is designed for publishers like HealthGrades that want a solution that actively manages multiple networks and captures maximum value from each impression.

HealthGrades takes advantage of DFP's proprietary Dynamic Allocation feature to evaluate bids from the Ad Exchange in real time. With Dynamic Allocation, Ad Exchange competes automatically for any inventory that's sold on a pre-emptible basis, and delivers ads only when the exchange can offer a higher rate than HealthGrades' other monetization partners.

Travesani especially appreciates that the integrated solution eliminates passbacks. "I think passbacks are one of the biggest wastes of inventory because you don't even know how much value you're losing in impressions every time you have one,"

About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

she says. "I love that Ad Exchange is fully integrated with DFP, and I really love that we've been able to get rid of all the passbacks."

Taking control

Ad Exchange offers sophisticated controls that enable HealthGrades to block ads, advertisers and entire categories of unwanted ads. Most of the company's exclusions are for competitive websites. "We're able to set controls so, for instance, competitors of the hospitals on our site don't appear on the hospital page," says Travesani.

HealthGrades also takes advantage of controls that enable the company to make inventory available for purchase anonymously or on a branded basis. "We've found we get optimal returns by offering both branded and unbranded and setting different CPMs for each. We're able to sell our branded ads at a much higher CPM," says Travesani.

Making life less complicated

HealthGrades' small IT team doesn't provide in-house platform support, which makes DoubleClick support especially valuable. "If you don't have good support, it makes your life more complicated, and we really don't have time for that," says Travesani.

Travesani has been pleased with the service she and her team have received from DoubleClick. "DoubleClick support is awesome," she says. "They're really fast — fast and good."