

IDG employs DoubleClick Boomerang for Publishers to dramatically increase the availability of high-quality inventory to advertisers across its network of websites



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– **Edmund Heider**
Director of Ad Management
IDG Communications Media AG, Germany

Client

IDG is the largest technology media, event management and research company in the world, reaching more than 140 million people in 90 countries. Its global online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment and video games. In Germany, IDG’s operations encompass a range of IT-related websites, including PC-Welt, GameStar, GamePro, Digital World, Macwelt, Making Games, Computerwoche, TecChannel, CFO World, CIO and ChannelPartner.

Situation

In today’s highly competitive media landscape, differentiating a network’s media sales offering is critical to maximising revenue. As a publisher, IDG sells advertising across its network of websites. In the past IDG found the use of existing targeting solutions limited because traditional methods of targeting have been based exclusively on specific content. In a network like IDG’s – which covers a variety of subject areas – this meant it was only possible to focus on a single segment at a time and use only the inventory that falls into that segment when targeting users. Huge numbers of the total IDG audience were therefore out of reach to advertisers. However, if IDG could find a technology that targeted the user according to past behaviour, rather than just targeting the segment, this problem could be solved and revenue could grow.

Strategy

The plan was to implement DoubleClick’s audience targeting solution, Boomerang for Publishers (BFP) in order to create valuable revenue opportunities across IDG’s portfolio of websites. IDG aimed to define specific audience segments based on past browsing behaviour and transform undifferentiated site inventory into high-value advertising packages. And because BFP enables a network owner to expand the inventory available for sale to advertisers, IDG set its sights on eliminating bottlenecks and increasing proposal volumes.

Execution

BFP is an additional module that’s seamlessly integrated with DART for Publishers (DFP), so setup was straightforward. Getting started with BFP required no implementation of additional pixel tags, JavaScript or other coding on IDG’s sites because it used the existing DFP tagging structure to build audience segments aligned with valuable content areas within the network.

BFP offers real-time audience segmentation, so IDG could see immediate progress. Based on their online behaviour, users became segment members as they browsed IDG’s network. BFP allowed opportunity-driven audience segments to begin populating immediately, available to IDG’s advertisers within a day. BFP’s intuitive and integrated trafficking interface gave IDG access to segment forecasts and inventory estimates, while segment size reporting allowed the publisher to monitor membership growth across the network.

- Significantly increased proposal volumes by targeting across entire network of IDG sites
- Integrated seamlessly with DART For Publishers – no need to implement additional pixel tags or JavaScript
- By using BFP across the network, available inventory for one segment shot up by up 2,100%

Results

With BFP's clear reporting, IDG quickly saw that the goals they'd set out were being achieved. For example, while a particular segment on a single IDG website property was previously only showing 24,500 ad impressions per month, the same segment targeted across users of the entire IDG network offered 556,000 total ad impressions – an increase in inventory of 2,100% thanks to BFP.

In another example, the traditional booking segment "virtualization and cloud" previously had not provided enough inventory on one of IDG's popular website properties to deliver the results a particular software advertiser demanded. By using BFP and creating a segment "virtualization and cloud", the amount of available impressions for sale increased by over 300%. And because the campaign was effectively targeted, it delivered virtually the same click-through rate.

With results like these, IDG's director of ad management Edmund Heider observes, "*BFP opens a wide range of new opportunities for IDG. One of the major opportunities is to change IDG's sales approach from being content related to a user and audience related approach. The integration of BFP was fast and easy and the results are more than promising.*"

Many IDG websites share audiences, but with traditional targeting the publisher could only target users within one site. Because BFP enables targeting across the entire network, the company's advertisers can now take advantage of segments that exist across multiple sites – and for this IDG can charge a premium on their Run of Network CPM.

About Google 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, DoubleClick products help customers execute their digital media strategy more effectively.

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