

Premium space in RTB and open auction



Client:
s.Oliver



Agency:
Dark Side



Budget:
CZK 88,000



Period:
27 March -
23 April 2020



Brief:
visible reach
of relevant
target groups

Impression volume: 2,836,022 impressions

Volume of unique impressions: 1 400 783

Volume of visible impressions: 2 163 470

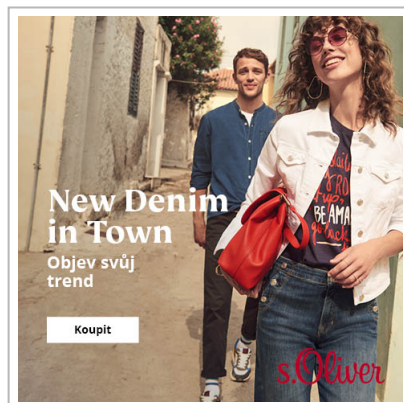
Average visibility: 76.29%

eCPM: CZK 31.19

vCPM: CZK 40.88

CTR: 0.21%

CPC: CZK 14.74



Opportunity to buy premium ad space in an open auction

Dark Side, acting on behalf of the agency's client s.Oliver, commissioned a brand campaign with Seznam which involved buying space through RTB. Seznam RTB opted to acquire premium space through an open auction at very reasonable prices. Thanks to the well-chosen ratio between the open auction of the Seznam inventory and our private deals, we have managed to push the price per thousand views down to CZK 31.19. During the open auction itself, we bought ad space for CPM CZK 15.96.

Getting visibility in an open auction

Banner visibility is one of the key parameters for the success of banner advertising. An open auction places greater demands on the optimizer than a private deal, for which we know in advance the positioning of the published ad; we also have average „visibility“ statistics.

DSP Xandr, which we used in this case, allows you to limit advertising to the positions you already know, through the platform, so that they meet a certain percentage of visibility in line with the IAB standard.

This standard says that a banner is visible if it has been at least 50% visible for at least one second in the active window of the user's browser. For the purpose of ad space buying, the visibility threshold was set at 50-70% according to the strategy.

Viewability Threshold



Only buy impressions with

70.00

% predicted viewability

Visibility

Visible reach was the metric for the success of the brand campaign. The campaign has reached an average visibility of 76.29%, while the visible vCPM was CZK 40.88. These above-average results were achieved through gradual optimization that consisted of phasing out domains with high cost-per-clicks and lower visibility.

Conclusion

The results show us a way to effectively reduce the client's campaign spend, through an open auction, while maintaining the reach. The optimizer made full use of the currently available space in an open auction and this method of space buying was complemented with a private deal.



To learn more about the campaign's details, contact **Miloš Uldrich** or **Patricia Polcová**.