

With DoubleClick's DART Adapt optimisation solution AdLINK Media achieves a performance lift of over 180%.

"AdLINK Media is very impressed with DoubleClick's DART Adapt solution. From inception all efforts have been made to tailor the solution to meet our specific business needs. The product has delivered significantly greater revenues than we had originally forecast. It means less manual intervention on campaigns, so our Ad Operations teams can offer a better customer service experience. DoubleClick truly understands the needs of our business as well as the digital marketplace. The basis of our business relationship has shifted from a vendor-buyer nature to one of close co-operation".

AdLINK GROUP
AdLINK MEDIA

Kenneth Parnham, AdLINK Media European Director of Ad Operations

Introduction:

AdLINK Media is the specialist for display marketing within the AdLINK Group, the leading network for digital marketing solutions in Europe. With more than 82 million unique users AdLINK Media is one of Europe's leading independent display marketers. Advertising clients enjoy the possibility of addressing their desired target groups efficiently and without coverage waste – directly via theme channel or run-of-network. AdLINK Media's clients include: MTV, Real Networks, Via Michelin, Autotrader, Expedia and Metro.

Objectives:

AdLINK Media aggregates inventory from approx. 3000 high reach, premium brand and niche sites into two separate networks – Target (CPC) and Select (CPM).

AdLINK Media's goal is to provide the best possible return on investment for its premium advertisers whilst maximising yield across its Target network. The reasons behind using DART Adapt include:

- a reliable optimisation tool which would increase advertising performance
- boost ad placements
- maximise revenue across both of AdLINK Media's sales networks.

Strategy:

AdLINK Media and DoubleClick first started working together on an optimisation solution in 2004 and were one of the first global DART Adapt clients. They tested the solution as a beta and then as a charter client, and continually worked with DoubleClick to give feedback on the tool and offered proactive suggestions on how it could be modified and improved. DART Adapt was first used to increase the overall yield on the Target network and to increase Click Through Rates (CTR).

The technology was also used in conjunction with DoubleClick's behavioural retargeting solutions, Spotlight and Boomerang. By working in close collaboration DoubleClick was able to make improvements to DART Adapt, adjusting the product's functionality according to the needs of the market before its general introduction.

Implementation:

DoubleClick's DART Adapt solution was integrated into AdLINK Media's Target network in the U.K., France and Germany on a trial basis. As a direct result of DART Adapt's successful results, DART Adapt was rolled out to other strategic markets and the solution is now in place in eight countries across Europe.

In 2006 as a direct result of the strong performance on AdLINK Media's Target (performance) network, AdLINK Media UK took the decision to implement DART Adapt on its Select (CPM) network. This decision proved to be equally successful, with strong results across the board. Consequently, DART Adapt will soon be in use on AdLINK Select across the whole of Europe.

Results:

DART Adapt has revolutionised the manner in which AdLINK Media works to deliver CPA and CPC campaigns. It has also had a positive impact on its CPM campaigns. The benefits can be seen on a daily basis with campaigns served by AdLINK Media achieving an average lift of 20% on the CPC network and a lift of over 25% on its CPM network. The conversion rates also experienced an uplift of 40%. On a single campaign from a client in the mobile phone industry, AdLINK Media witnessed a 180% lift by using DART Adapt.

Equally important, using DART Adapt means less time spent by the operations team manually adjusting campaigns and more time spent focusing on client service.

Over a 12 month period, AdLINK Media served more than 20 billion optimised impressions on its CPC network. On its CPM network, more than 775 million optimised impressions have been served in the last three months.

About DoubleClick

DoubleClick is a global leader in digital marketing technology and services. From its position at the nerve centre of digital marketing, DoubleClick provides unique insights and insider knowledge no one else can. Headquartered in New York, and with 17 offices and development hubs and 15 data centres worldwide, the company employs more than 1000 people.

Learn more at <http://emea.doubleclick.com>



US Headquarters

111 Eighth Avenue
10th Floor
New York, NY 10011
Tel: 212-683-0001
Tel: 866-683-0001 (toll free)
Fax: 212-287-1203

EMEA Headquarters

The Plaza
East Point Business Park
Clontarf, Dublin 3
Ireland
Tel: +353 1 246 0444
Fax: +353 1 246 0499