rubicon PROJECT

Leading the Automation of Advertising

Automating Mobile Advertising

Joe Prusz, Global Head of Mobile

Mobile is Key to Unlocking Consumer Attention

Mobile Drives More Engagement and Emotional Response

Mobile is the New Prime Time Vehicle of Choice

Now Automated for Efficiency & Scale!

Source: Nielsen Biometric Day in the Life, 2015

rubicon PROJECT

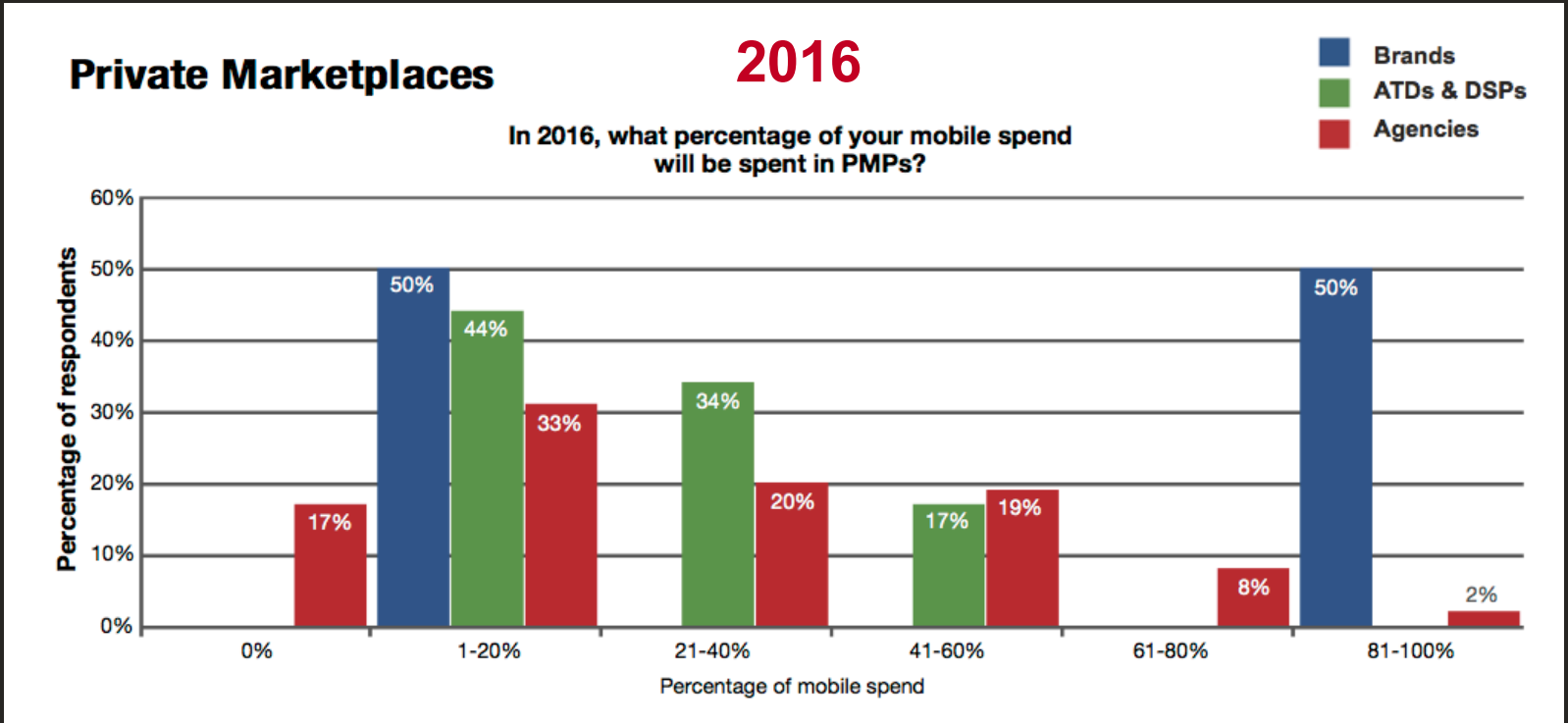


&

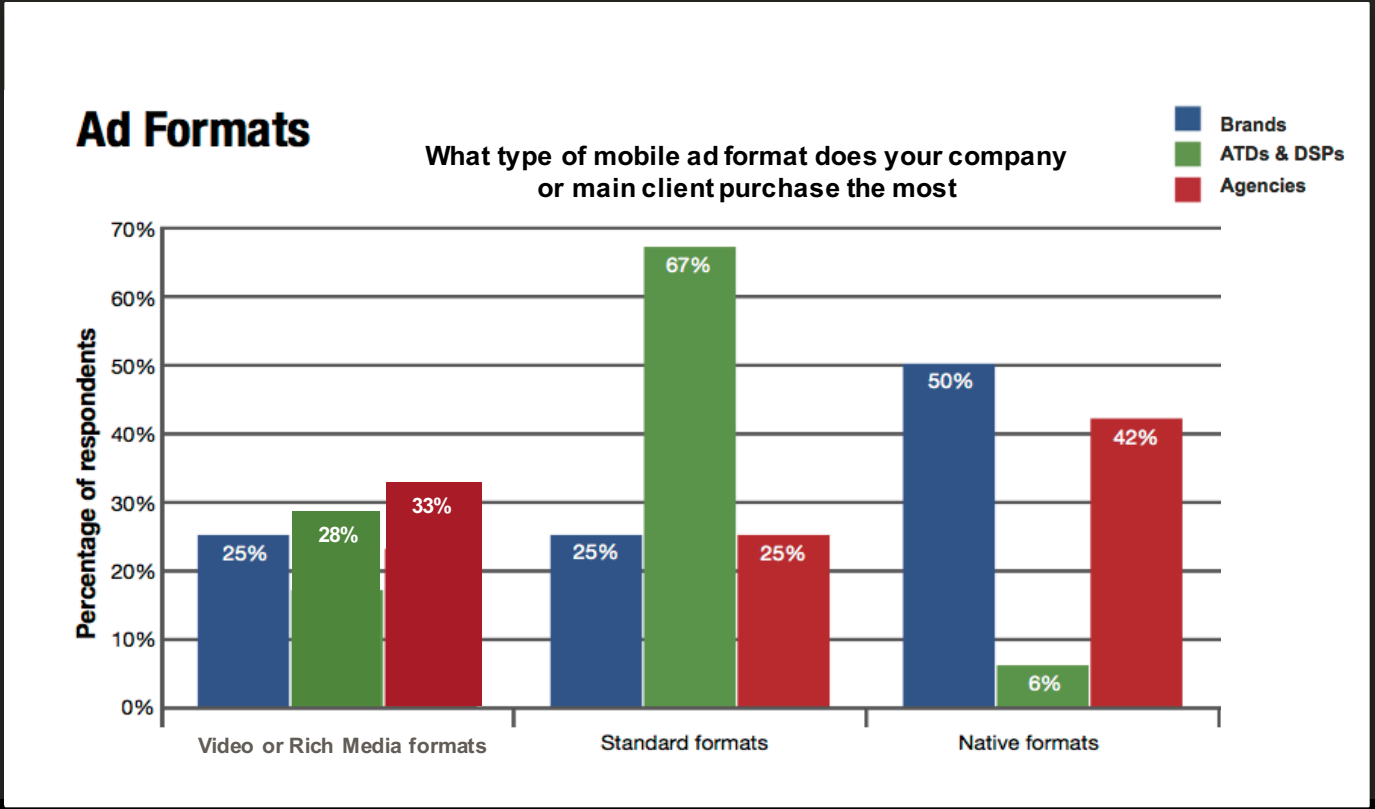


Fourth Annual Global Mobile Advertising Survey

Globally, buyers will increase spend in PMP 27% in aggregate in 2016; brand direct buyers will lead the way

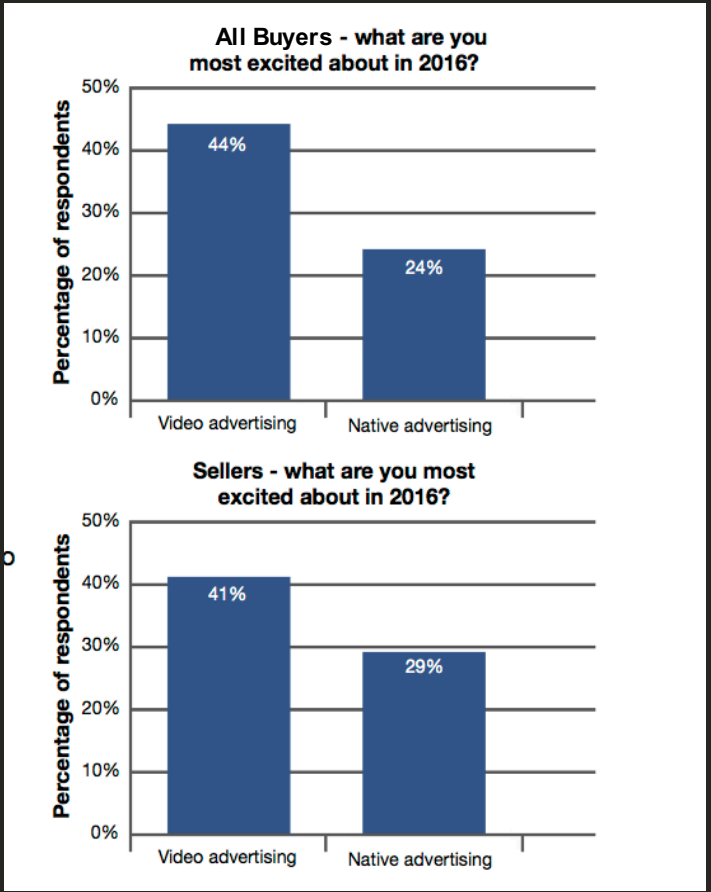


Brands & agencies will continue to shift spend to high-impact formats



And both buyers and sellers say they are more excited about video

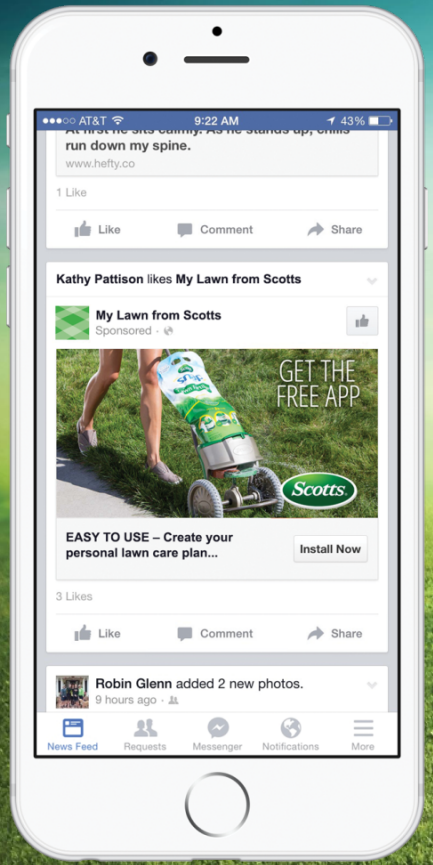
- 100% of buyers in North America, APAC, and LATAM expect to increase spend on mobile video in 2016
- 90% of buyers in EMEA expect to increase spend on mobile video in 2016
- 44% of all buyers, and 41% of sellers are most excited about video in 2016



FIKSU

Scott’s Lawn Care Case Study

rubicon PROJECT



Scotts My Lawn case study

Spencer Scott, CRO, Fiksu

Campaign overview

Spring 2015 (and again this year)

Relaunching MyLawn app

Lawn advice, custom lawn care plans,
'weed ID' by taking a picture

Executed in three waves, to align with start of spring in three regions of the US

Key to success

Finding users who would complete lawn care plans - not just install the app. KPI focused on users who drive real business results: lawn care plan creators are the ones who are going to then go to the store, buy an extra bag of fertilizer, and contribute to the bottom line for Scotts.



FIKSU®

Learning a new audience

Scotts has been a successful company for a long time - they have a good understanding of who their audience is, overall. But how does that translate to mobile?

“Lawn care” isn’t an easily targetable interest on its own -- not how people identify themselves, they don’t follow famous gardeners on social, don’t read a lot of lawn care web sites…

Programmatically created thousands of campaigns on Facebook with different demographic, interest, and geo targeting. That let them figure out exactly which audiences responded best on mobile.





FIKSU®

Programmatic buying: not *just* RTB

My Lawn campaign ran on **RTB, Twitter, Adwords, AdColony, and of course Facebook**

RTB, in this case, was one of the least effective: cost per completed lawn care plan 2x the average on iOS and almost 1.5X on Android

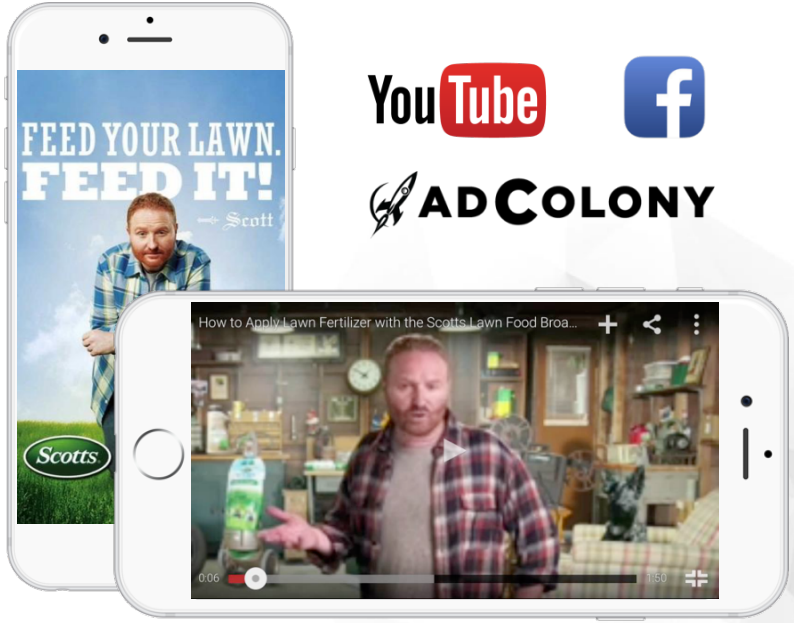
Programmatic video worked *great*

Drove lowest cost per completed lawn care plan. Only drawback was limited scale: only about 8 to 10% of total volume of the campaign.

Facebook is still Facebook

Not the best performer on CPA basis, but by far the most scalable. And programmatic audience creation let us optimize to the best performers, improving results throughout the campaign.

One key: network-agnostic lookalike modeling done using our 3.3B mobile profiles. Resulting audiences can be targeted across any of these channels, instead of just Facebook - a much broader pool of inventory.



FIKSU

Results

Programmatic let them identify a new mobile audience and beat their performance goals

Beat new user acquisition goal by

60%

Beat CPI goal by

60%

Beat KPI of completed lawn care plans by

60%

High-value users at half the cost

2x

FIKSU



4INFO

Benchmarking across CPG

rubicon PROJECT

Overview: CPG Mobile Campaigns

1. Baby
2. Beverage
3. Food
4. General Merchandise
5. Health & Beauty
6. Over-the-Counter
7. Pet



Results Measured by In-Store Sales Lift

Mobile-First Ad Tech Platform

Precise mobile targeting and in-store sales measurement

ACCURACY OF DETERMINISTIC



Ensure you are matching the right devices to the right people

UNBELIEVABLE REACH



Scalable mapping of devices not limited in reach typical of first-party data solutions

HOLY GRAIL OF MEASUREMEN T



Eliminate guesswork by by connecting the dots between offline data and devices

© 2016 4INFO Inc., all rights reserved

4INFO

About the Benchmarks

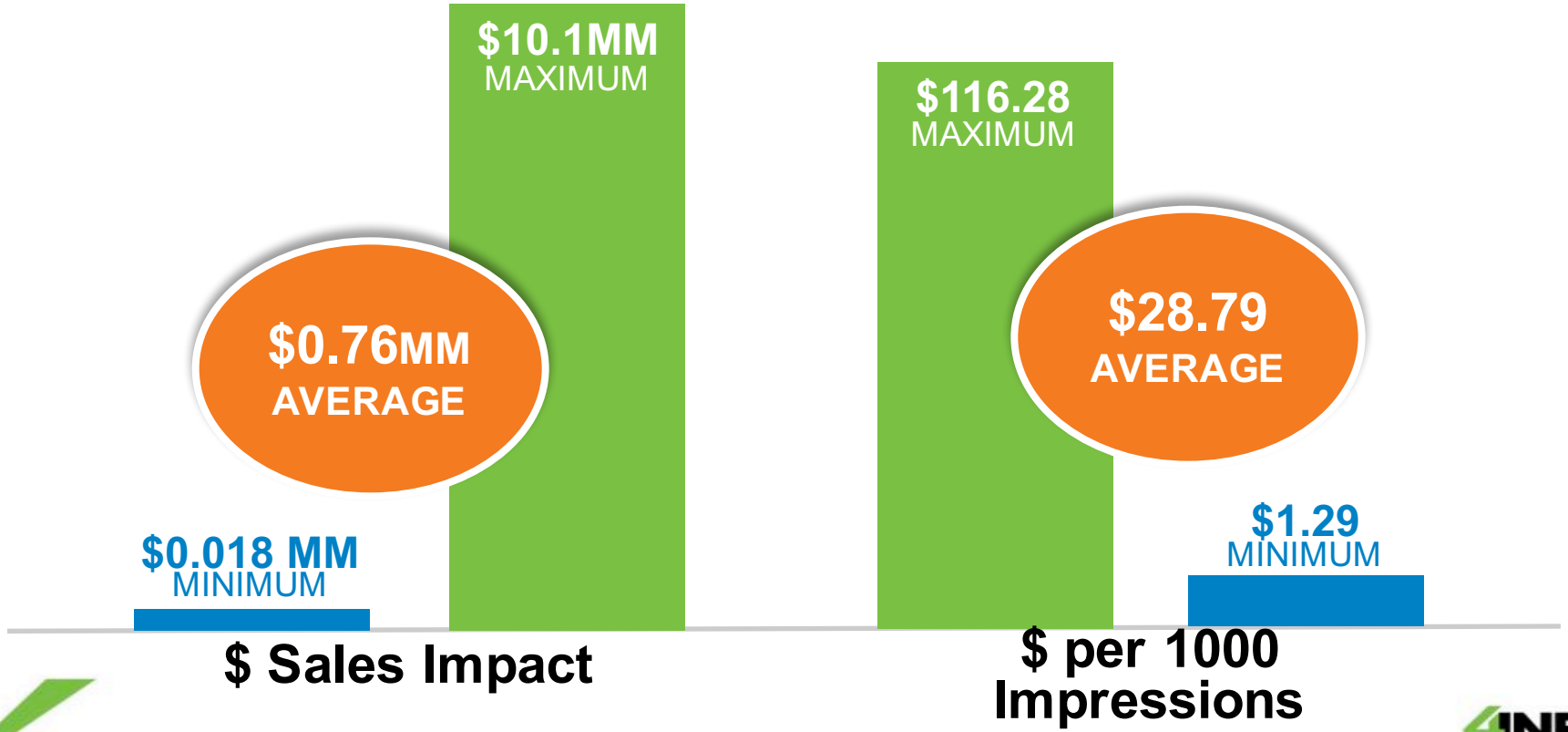
111 mobile campaigns for **75** brands



Campaign duration was from **4** to **38** weeks with an average of **12**

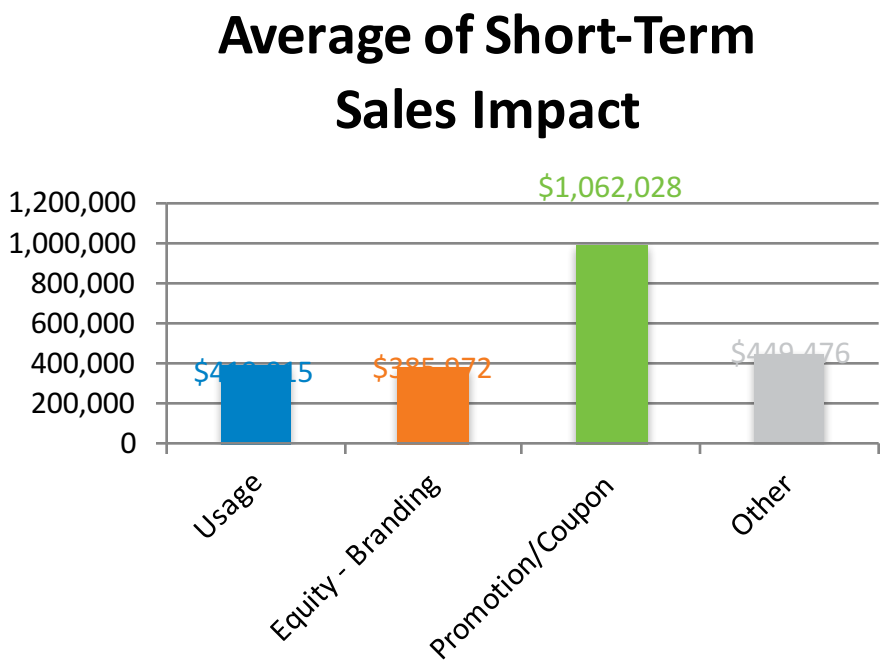


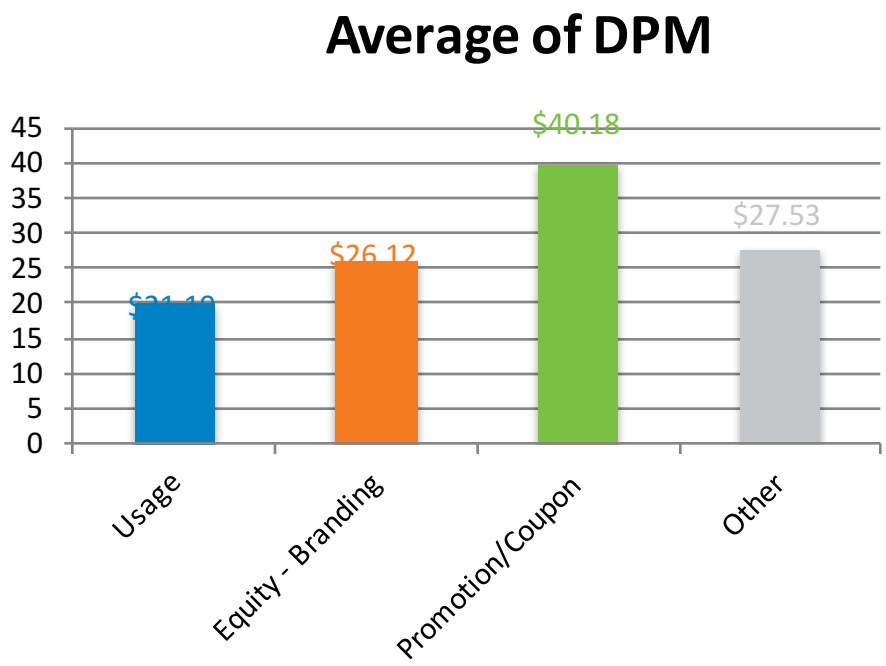
Sales Lift All Campaigns



Source: 4INFO/Catalina/Nielsen Catalina Solutions, Q3-2015 Benchmarks

Sales Lift by Creative Type

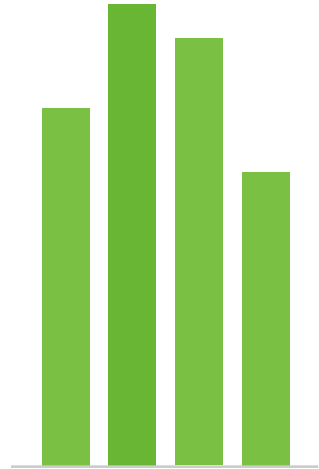




Source: 4INFO/Catalina/Nielsen Catalina Solutions, Q2-2015 Benchmarks

Return on Ad Spend: Based on Sales Lift





Average Campaign Sales

$763K

Sales Lift Comparison to Desktop Campaigns

- Mobile requires fewer impressions than desktop

$2.59 ROAS

23 MILLION IMPRESSIONS



$2.16 ROAS

46 MILLION IMPRESSIONS



Source: Nielsen Catalina Solutions



Liquid / PCH

rubicon PROJECT

LIQUID
POWERED BY PCH

The Power of Programmatic

Steve Bagdasarian
General Manager, Liquid/PCH

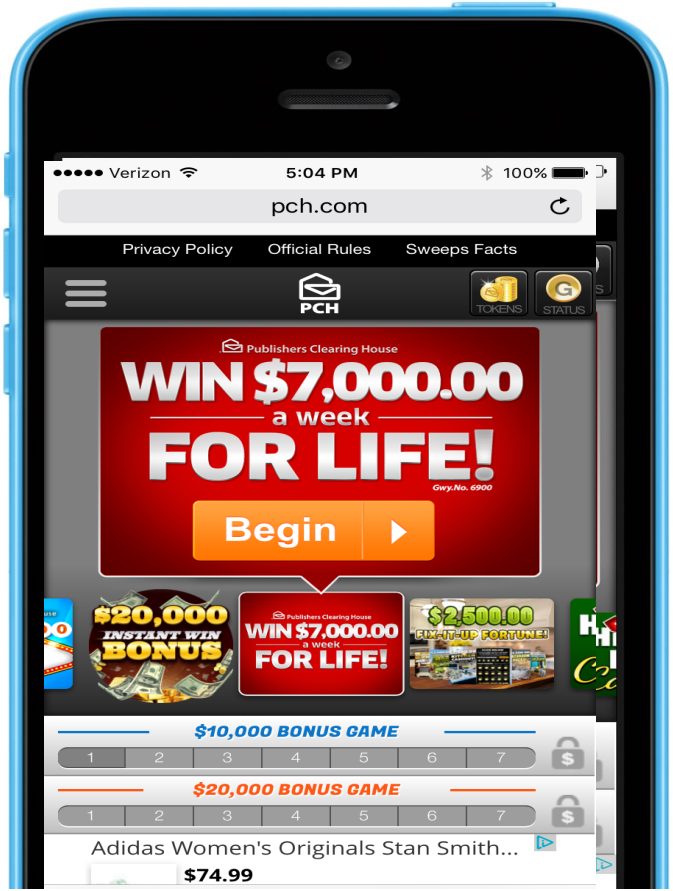
Who we are



What we do

Entertain, inspire and delight with winning opportunities, games and relevant, compelling offers

- Entertainment
- Online gaming
- Commerce



Publishers Clearing House…



=



100+ Million Profiles

First-Party Data

73%

of US Households

Publishers Clearing House…



Insane Engagement

83% average daily return rate



Purchases

40% of our users buy physical goods



Ads

90% video completion rate

87% viewable



A year and some “change” ago…

A year and some “change” ago…

LOW VALUE

A year and some “change” ago…

LOW VALUE

MONETIZE WITH CO-REG

A year and some “change” ago…

LOW VALUE

MONETIZE WITH CO-REG

“PREMIUM” IS ABOUT “FEEL”



The reality

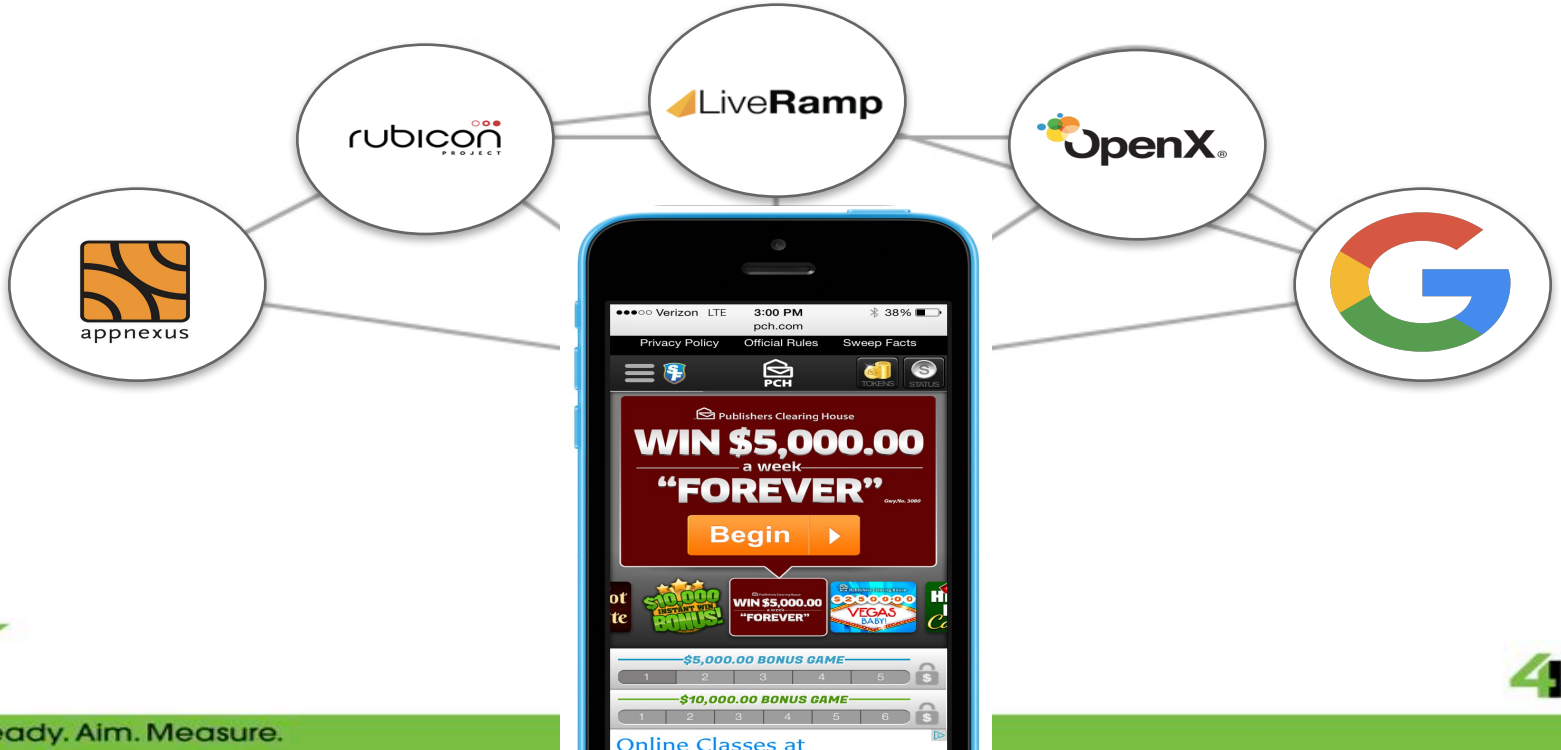


DSPs are reluctant to push brands into deals with inventory unless they are confident

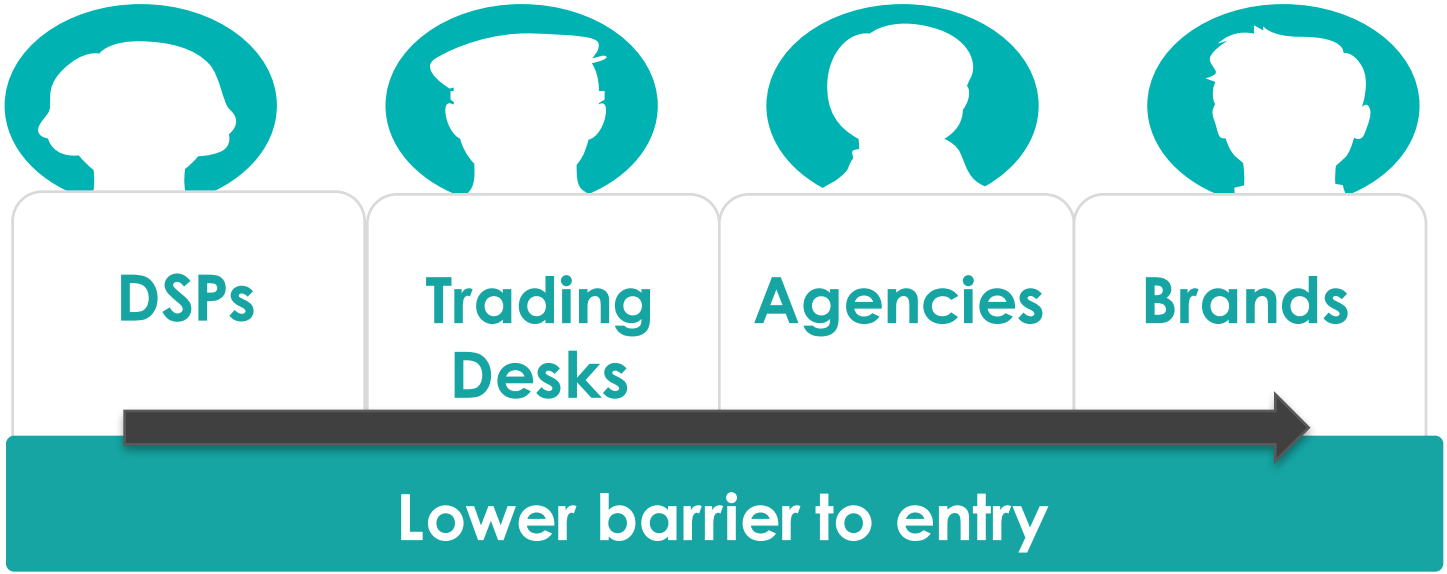
Adjacency is still key… but based on behavior

Diagnose problems or identify opportunities quickly

Revamp the ad stack

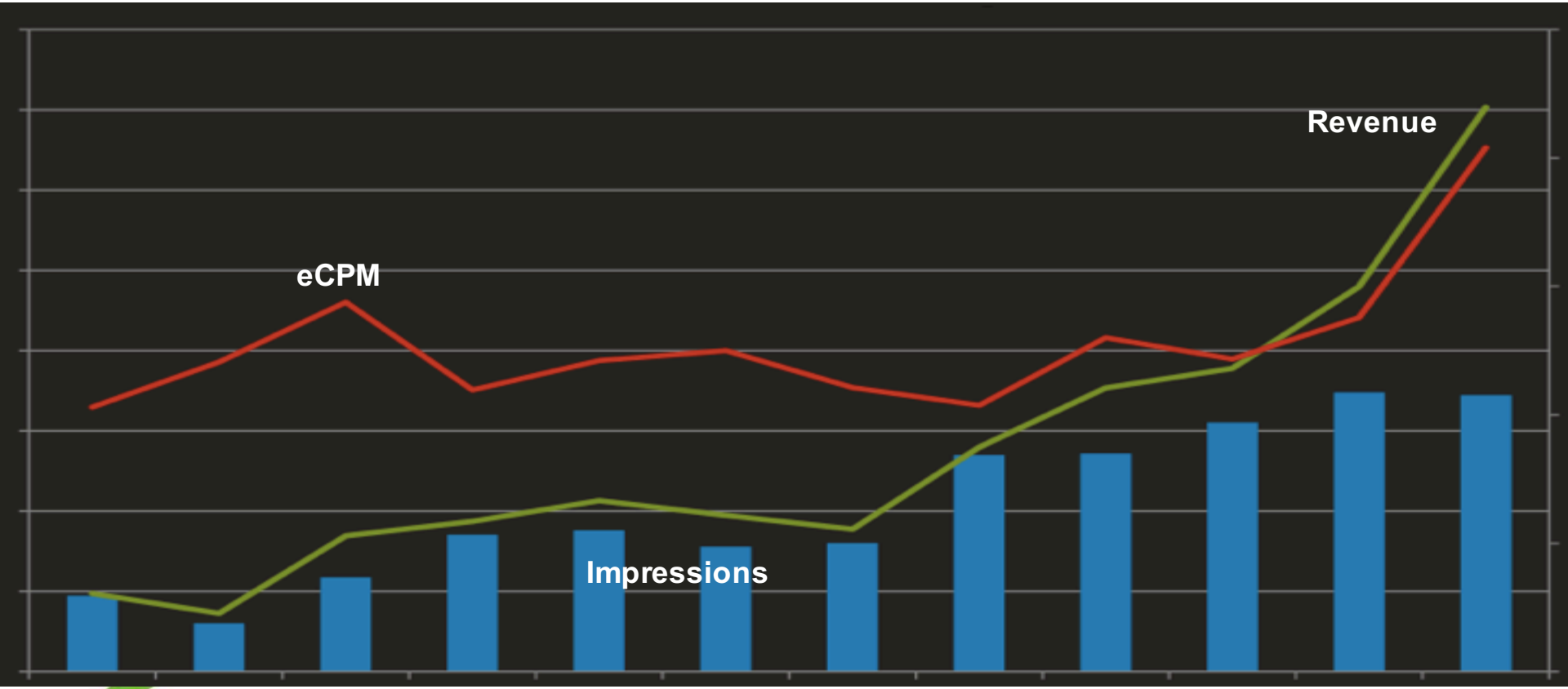


Sales cycle evolution



Who works with us?

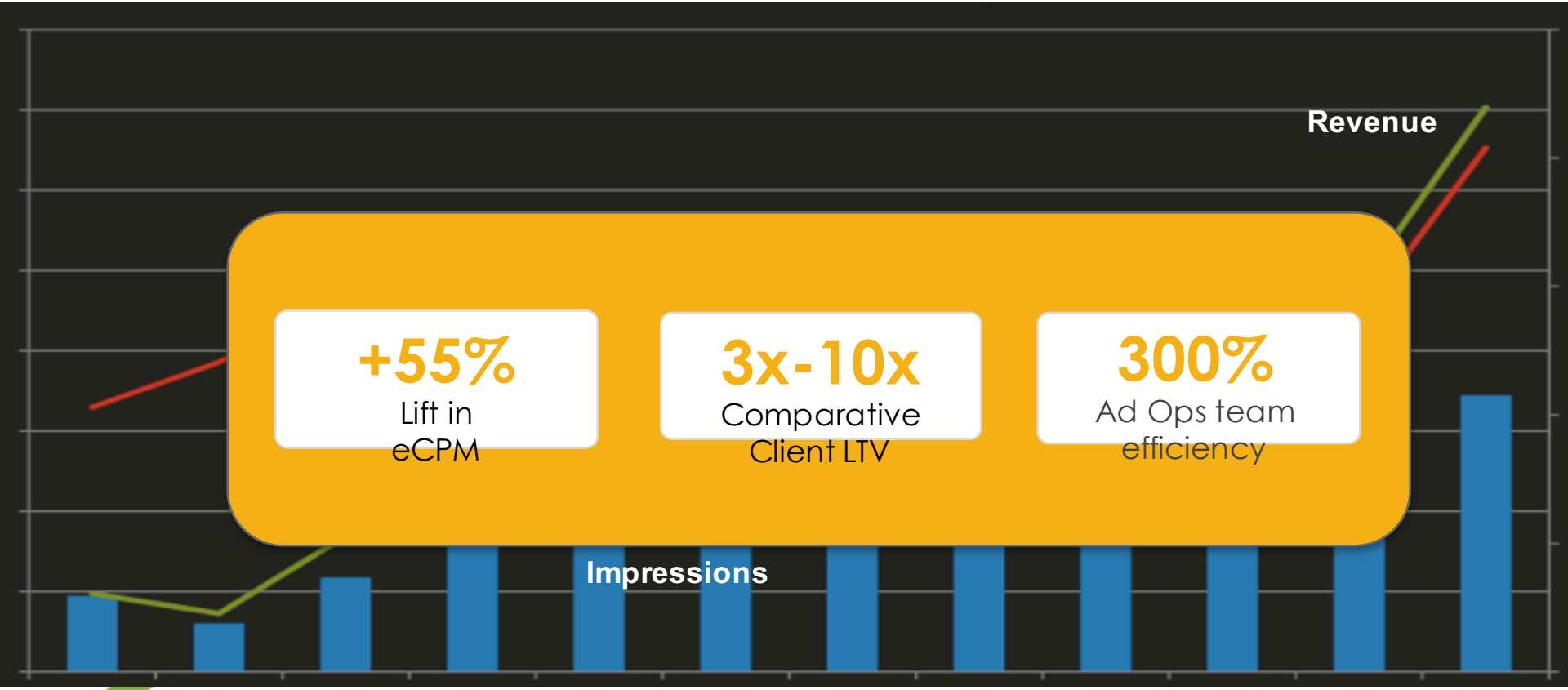




Q1 2015

Q1 2016

Ready. Aim. Measure.


Revenue
+55%
Lift in eCPM
3x-10x
Comparative Client LTV
300%
Ad Ops team efficiency
Impressions

THANK YOU!

Steve Bagdasarian
SBagdasarian@pch.com





Thank you

rubicon PROJECT