



Reach holiday  
Supershoppers with  
DoubleClick Ad Exchange



We all have that friend - the one who somehow knows the latest brands, the season's must-have products, and where to find the best deals at the snap of a finger. In years past, this friend was an enigma, making us wonder how does he/she do it?

Today, we can all be that friend. With the ability to instantly discover, research, and purchase, shoppers around the world are more informed and more efficient than ever before - transforming into supershoppers seemingly overnight. These are people who keep their options open and rely heavily on mobile for inspiration, research, and e-commerce.

So how can you reach these users? In this guide, we'll touch on the **DoubleClick Ad Exchange** access to the broadest reach of premium, clean, and brand-safe inventory across screens. We'll also provide some tips to help set your campaigns up for success this holiday season.

# DoubleClick Ad Exchange contains the highest quality inventory across screens

Buying your media on DoubleClick Ad Exchange opens the door to 95% of the population on the internet and billions of impressions everyday, so you can get in front of consumers browsing the broadest selection of premium publisher inventory. Further, over half of the inventory on the DoubleClick Ad Exchange is mobile inventory, and half of that is on mobile apps, which means you can get in front of your audience across screens and environments.

**Reach real people instead of click spam.** DoubleClick Ad Exchange maintains the cleanest pool of inventory on the web through its extensive [ad fraud prevention](#) and detection algorithms.

**Access innovative, high-quality formats** to make sure your audience sees and engages with your message. Formats, such as video, interstitials, and native ads, help advertisers capture users' attention.

**Reach your audience across the largest, premium publishers,** where consumers are already spending their time. DoubleClick Ad Exchange partners with the broadest set of publishers across web and apps.



DoubleClick  
Ad Exchange

# Tips to manage your holiday campaigns on the DoubleClick Ad Exchange



**Plan your campaigns for seasonality.** CPMs generally continue to rise across all formats throughout Q4. Market-wide average CPMs and weekly volatility of CPMs peak due to aggressive competition from seasonal advertisers.

**Consider mobile.** Black Friday, Cyber Monday and Christmas are mobile-first holidays as consumers are away from their computers at home or on the go and using their phones as primary means of getting online!

**Leverage Programmatic Direct.** Now is the time to strike deals with your most valued publishers to ensure continued access to their inventory during times of increased competition.

**Check current deal settings and configurations** to ensure they are running as planned before the busy holiday season.

**Extend campaigns through New Years.** Take advantage of potentially lower CPMs and availability of inventory as consumers come back online in 2017. We see a 50% increase in users back online after 1/1.

**Finally, make sure your pretargeting configurations are optimally setup** to receive the inventory you want! Refer to Best Practices and common scenarios [here](#).