

# CASE STUDY

Reforming the AD Inventory : DV360  
unmatched capabilities yield

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## About The Business

This client is the exclusive online sports betting division of one of the biggest casinos all over the USA, They are also the headline brand for online casino gaming.

It's a great alternative for sports bettors in New Jersey, Indiana, Iowa, Pennsylvania, Illinois, Colorado, Arizona, West Virginia, Tennessee, Michigan, Virginia, Wyoming, Washington D.C., Louisiana, and New York.



## The Challenge



The NFL, short for National Football League, is one of the highly-regarded professional sports leagues in the United States that features 32 teams. These teams engage in a rigorous 17-game regular season, culminating in a playoff tournament, leading up to the coveted Super Bowl. In this sport, players aim to score points by either carrying or throwing the ball into the opposing team's end zone. This sport is known as American football and is extremely popular among sports bettors.

The online campaigns are primarily run to acquire bettors across the states to drive deposits and reduce cost of acquiring a customer. The client follows a full funnel measurement in the platform, right from Install to subsequent events till deposit. Therefore, the challenge is to acquire more qualified users to install the app and take action at much lower cost.

## The Approach

To begin with the end in mind, putting the measurement of results in the form of floodlight was the first step. We identified the methods of integration between measurement platforms for app events and floodlight from DV360. We used a server to server postback call to ensure the availability of results for installs, registrations, deposits, revenue generated from users etc.

The campaigns for sports betting run across the entire year, but some events are very crucial for the deposits to increase and thus, require more personalised attention and strategy. We observed that there is availability of the first party data in the form of floodlights and the history data that was available for taking all the learnings and making progress.

We gathered all the reports and crossed it with the database available from the client for the Installs received and attributed to create a common source of data, where we were able to get the cost of acquiring a customer. This connection helped us in building a bridge between efforts and results. Now, the only challenge remaining was to find opportunities which can help in maximising the performance.

### **To tackle this kind of challenge, we focused on two things**

- Where our ads are getting displayed
- After being displayed, how much is the overlap of our users and placements where the ads are being showcased

The difficult part now was to have access to the data from both the platforms (Analytics and Ads) on a common place with auto-measurement of results. For solving the same, we utilised a combination of tools like spreadsheets, app scripts and visualisation platform. Now, we have visibility of the results from each placement where the ads are getting posted. This drove us to an idea of creating lists which can be called “Whitelist” and “Blacklist”

What is Blacklist?

A list of placements / ad spaces which are exhausting the significant portion of the budgets while losing budgets in non-performance by driving the cost of acquiring a customer up, such a list is termed as a blacklist. Black list is a list of websites or apps that an advertiser chooses to block their ads from appearing on. This could be because the advertiser deems the content on those websites or apps as not suitable for their brand image or messaging, or because those websites or apps are known for fraudulent activities.

What is a whitelist?

A white list is a list of websites or apps that an advertiser specifically chooses to display their ads on. This could be because the advertiser considers those websites or apps to be of high-quality, trustworthy, and relevant to their target audience. By creating a white list, we ensured that the ads are displayed as many times as possible, while sharing a flexibility of increasing the bids in case it is becoming a hinderance.

In summary, black lists and white lists are tools used in DV360 to help advertisers control where their ads are displayed / not to be displayed across the exchanges targeted in the campaign.

### **Let's Dive Deeper In The Approach**

Our approach was to remove all irrelevant publishers, which reduced redundant user flow on the app. This helped in decreasing the cost per Install significantly. Further, To prevent this irrelevant traffic in the future, we created a blacklist and made sure that we exclude the same in all the line items that are focused on the objective of performance.

Another step taken was to ensure we have more opportunities to buy ad space on publishers which are having high relevance and overlap with respect to client business. Thus, we targeted the list of such apps and URLs with multiple bid strategies and bids to buy traffic from relevant sources at all costs.

Few other hygiene factors had been introduced, like creative A/B testing, non-relevant keyword exclusion, non-relevant category exclusion, audience exclusion for converters, with appropriate creative optimization method and floodlight pixels.

## The Conclusion

It takes 1000s of good tests to find a secret strategy which can work for performance in DV360, and we observed one such strategy while working through the details. The results observed more than 40% of improvement in cost of acquiring a user and more than 50% improvement in acquiring a qualified user.

## Platforms



Display & Video 360