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CASE STUDY

REA Boosts Operational

Efficiency, Increases Targeting

Accuracy and Scale through

Combined MediaMath DSP and

DMP API Integrations

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REA Group Limited is a multinational digital advertising company specialising in property. Listed on the Australian Securities Exchange (ASX:REA), it operates Australia's leading residential, commercial and share property websites: realestate.com.au, realcommercial.com.au and flatmates.com.au.

The automation that a DSP+DMP offers was an obvious choice for us, and the benefits were amplified with 'mass audience segment generation' functionality of the DMC.

—Tristan James, Audience and Automation Product Consultant

Through REA's Audience Maximiser product, real estate agents can extend their online listings to highly relevant, in-market audiences across programmatic supply through seamlessly scalable campaign and segment creation tools built on top of MediaMath's DSP and DMP.

Background

REA has been working with MediaMath since 2014. Together, they have collaborated to provide clients with audience extension solutions allowing advertisers to reach their audiences off-site by identifying users searching on realestate.com.au and then engaging them while they browse other websites, to extend reach, build frequency and drive conversions.

Objective

REA's Audience Solutions team develop products to execute powerful off-site campaigns and the monetisation of inventory via programmatic media buying. To support the Residential line of business, the Audience Solutions team sought to help realtors extend their listings to relevant audiences beyond just REA owned and operated inventory, seamlessly and at scale.

Solution

Initially, the REA Audience Solutions trading team manually built campaigns targeting REA's pre-existing audience segments based on users who had searched for properties. This approach was operationally inefficient to manually build the high volume of campaigns, thus limiting the scalability of the product and resulting in low accuracy targeting using the pre-defined audiences.

To solve these two problems and enhance the Audience Maximiser product, REA 1) built an automated campaign creation process using MediaMath's DSP APIs and 2) utilised MediaMath's DMP to create more accurate and nimble targeting segments.

Results

With the enhanced Audience Maximiser product, realtors can extend their listings to highly relevant audiences off-site via automated programmatic campaign execution. This led to a number of positive results for the REA team including:

- Operational efficiency improvements through automated campaign creation, which saves roughly 20 to 25 minutes per campaign, averaging 10 hours per day
- Improved audience scale through a DSP+DMP implementation, with the ability to easily adjust segment criteria via the MediaMath Data Mining Console DMP product
- Increased targeting accuracy, with more confidence and control over the sizes of their audiences
- Improved match rates between DMP and DSP to 100% using MediaMath's DMP
- Because the product was so successful with the Residential line of business, it has now been extended to the Commercial line of business

REA plans to automate the rest of their manual processes and enhance the customer experience by diversifying the product offering with different ad placements and creating multi-tiered packages to allow them to deliver a best-in-class real estate marketing tool.