

Dailymotion & Affiperf

MediaMath helps Affiperf increase video campaign performance at a lower eCPM in Brazil

dailymotion

A F F I P E R F

“What we mostly appreciate about the work done with MediaMath and Dailymotion Exchange is the ability they have in solving problems through simple and effective solutions. With this partnership, we had intended to have more qualified inventory and, at the same time, lower costs in media buying. Both goals were, and continue to be, achieved by bringing superior results to customer expectations.”

Marcos Mendez,
Head of AFFIPERF Brazil

Dailymotion Exchange (DMX) is the second largest video exchange in the world. Buyers can access premium inventory across channels in more than 180 countries. MediaMath’s integration with Dailymotion enables buyers to bid on high-quality, brand-safe video inventory at scale. Clients can bid on the open auction or create private deals when buying in real-time through the server-to-server, OpenRTB integration.



Challenges

Affiperf is the programmatic pure player of Havas Group, with over 180 traders active in more than 49 countries. Affiperf continually seeks to improve clients’ video campaign performance using new and innovative supply sources that offer high-quality inventory.

This was an especially difficult challenge for one of Affiperf’s clients, a multinational consumer goods company. The brand was looking to achieve aggressive branding campaign KPIs including:

- High CTR
- 40-50% video completion rate minimum
- Limited investment budget

The client hoped to achieve these goals while delivering very segmented campaigns for a precise target: women, +25 years old, in specific regions in Brazil.



Solution

In October 2015, MediaMath announced a strategic partnership that would allow advertisers to easily purchase Dailymotion’s in-stream inventory. This presented a great opportunity for Affiperf to meet the aggressive KPIs of its multinational consumer goods company by activating target-oriented, private deal campaigns in an innovative video supply source.

Solution (cont.)

They were able to leverage the Dailymotion Exchange's exclusive targeting options, such as:

- High CTR
- 40-50% video completion rate minimum
- Limited investment budget

MediaMath used TerminalOne's algorithm and predictive analysis to show video ads to users who are most likely to convert based on the client's campaign KPI. This was measured by tracking video completion rate based on demographic/audience goals and later reported to the Affiperf traders' team. The Affiperf team was also able to take advantage of the MediaMath Platform Solutions team's expertise and optimization support during the campaign flight, which helped them scale their reach and performance.



Success

MediaMath's partnership with Dailymotion Exchange has exceeded performance expectations for the client's video branding campaigns by delivering:

- 36% higher CTR than other video suppliers/DSPs
- 50% video completion rate goal achieved and exceeded
- High-volume goals on specific audiences via high-quality inventory, activated through target-oriented, private deal campaigns, across channels and at scale, while maintaining the average CPM below KPI targets