Programmatic Buying?

Tanzil Bukhari

Head of Buyer Relations
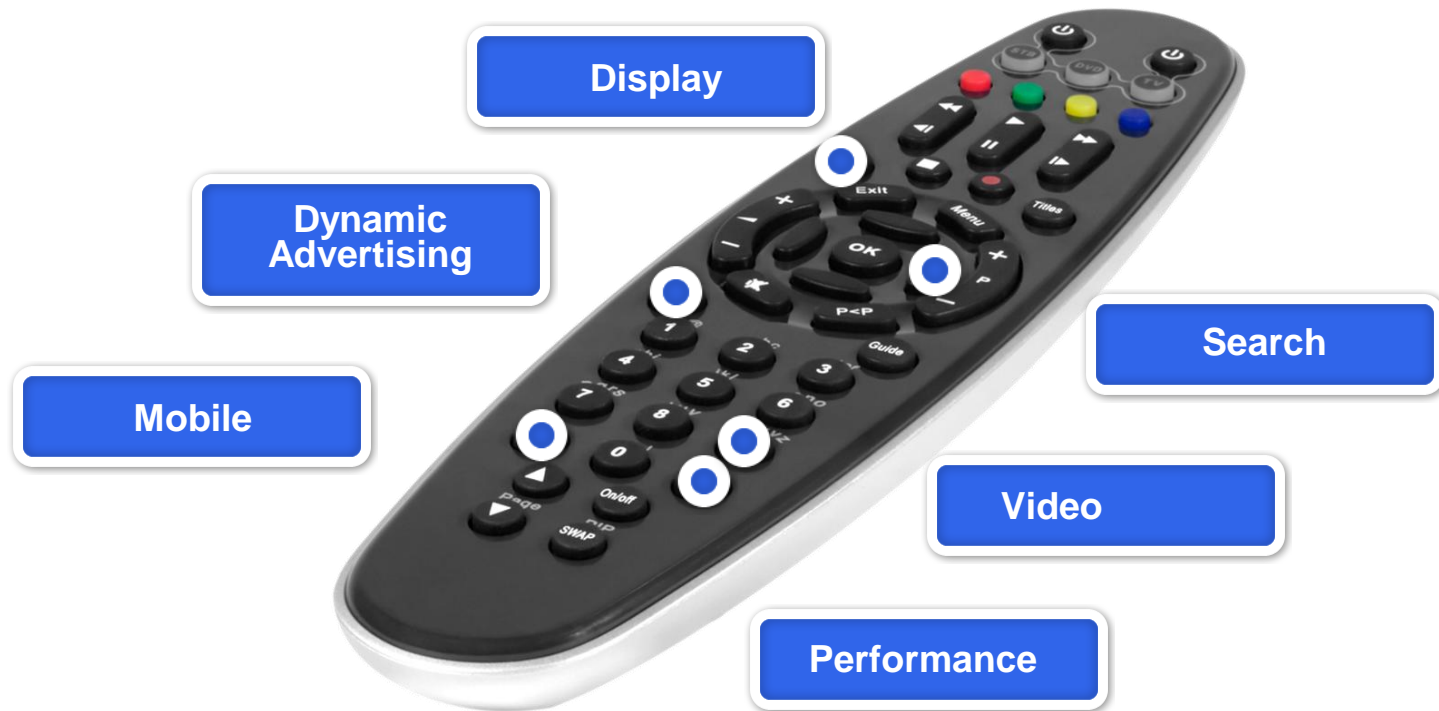
Google

Our Vision: Delivering integrated technology and solutions for all of your media buying needs

Brand

Display

Dynamic Advertising
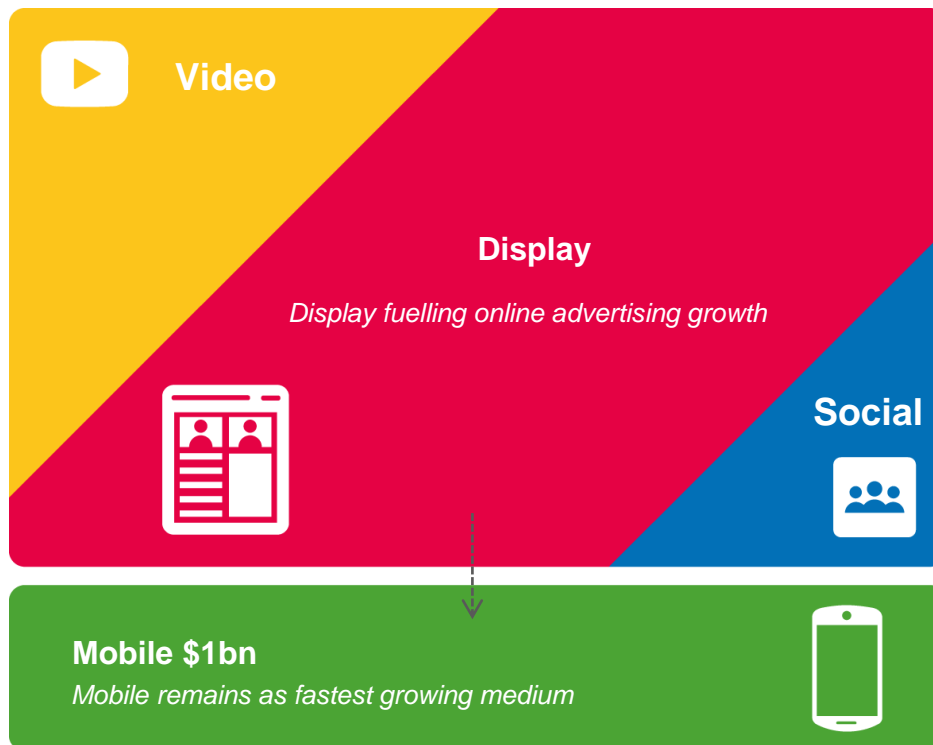
Mobile

Search

Video

Performance

Performance

Display is a huge and rapidly growing opportunity

<----------- $ 4bn online display spend ----------->

Video

Display

Display fuelling online advertising growth

Social

TV $17bn

Traditional offline media $32bn

Mobile $1bn
Mobile remains as fastest growing medium

invitemedia™   doubleclick ad exchange by Google   dfa by Google   teracent   doubleclick rich media by Google   doubleclick search by Google

Google Media Buying Solutions

Source: Google Market Metrics data. Data for NACE 2011.
Traditional offline media include Print & Classified spend
% growth rates are YoY for 2011-2012

But this is a complex ecosystem

Advertiser

Buyer Networks

Trading Desk

Agency

DSP

Exchange

Private Ad Slot

Network

Publisher
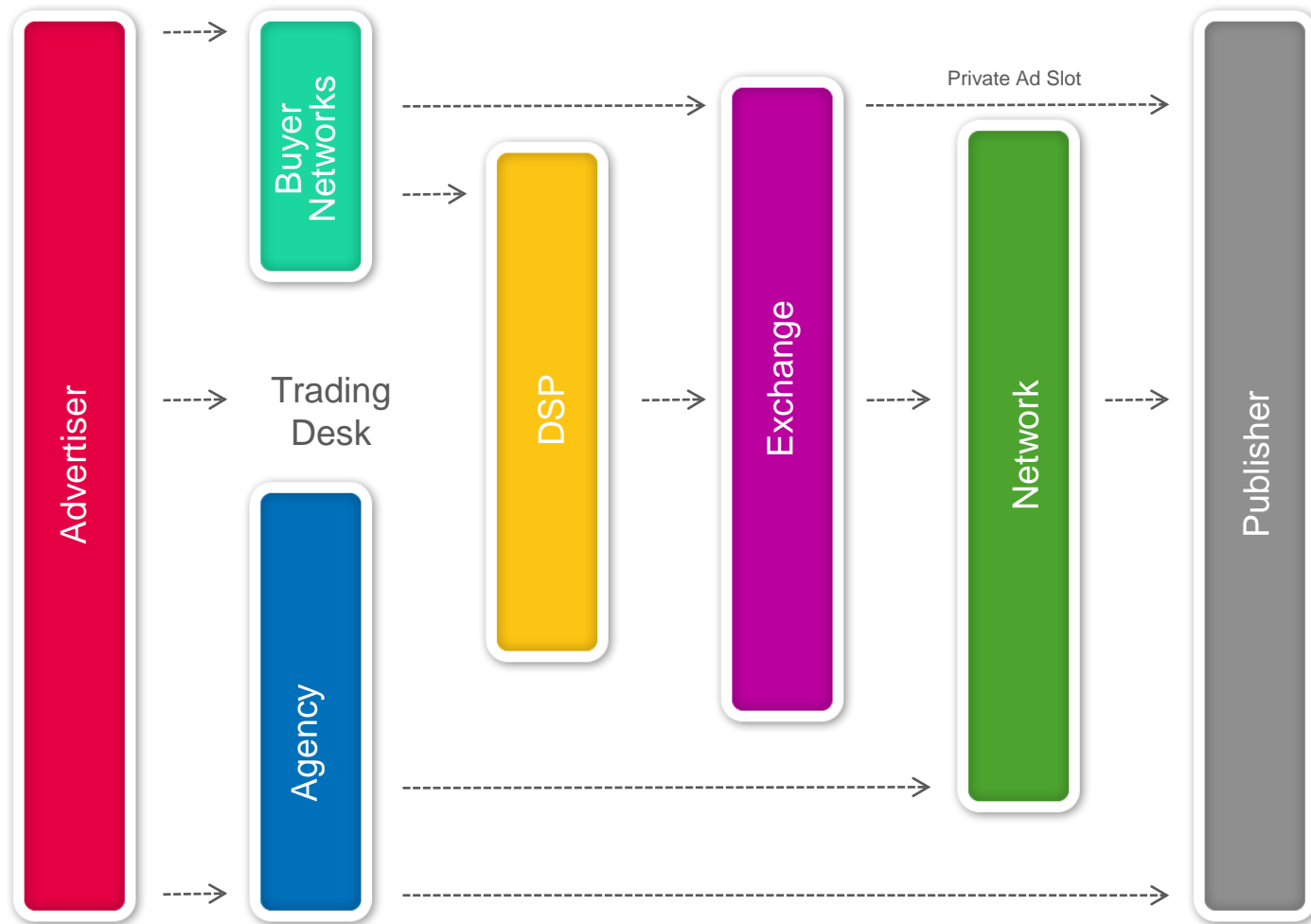
How can you ensure your advertising is most effective?
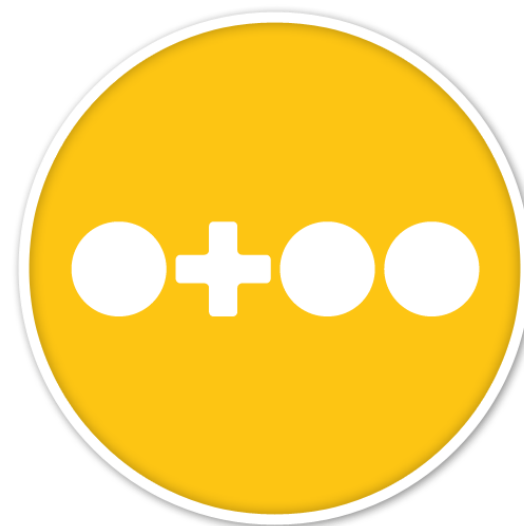
Simplify your processes to drive efficiency

Campaign delivery cost ($)

Existing campaign effort

Buy

Buy all media via a single interface

Create

Use data to target buying & optimise creatives

Traffic

Greater automation, fewer errors

Report

Faster insights, with a single customer view

Potential resource savings

Improved efficiency

Streamlined activities at each stage of the media buying lifecycle help to improve efficiency and productivity

Achieve better performance

Leverage your data

- Access inventory at scale
- Control what you buy
- Bid in real-time

Find your audience

- Frequency cap across all media
- Precision targeting
- Prevent bidding against yourself

Engage the consumer

- Right ad, right time, right message
- Improve the user experience
- Measure your impact

Open Platform

Integrate
your own or third party data and technology

Customise
your own technology and algorithms for bidding

Differentiate
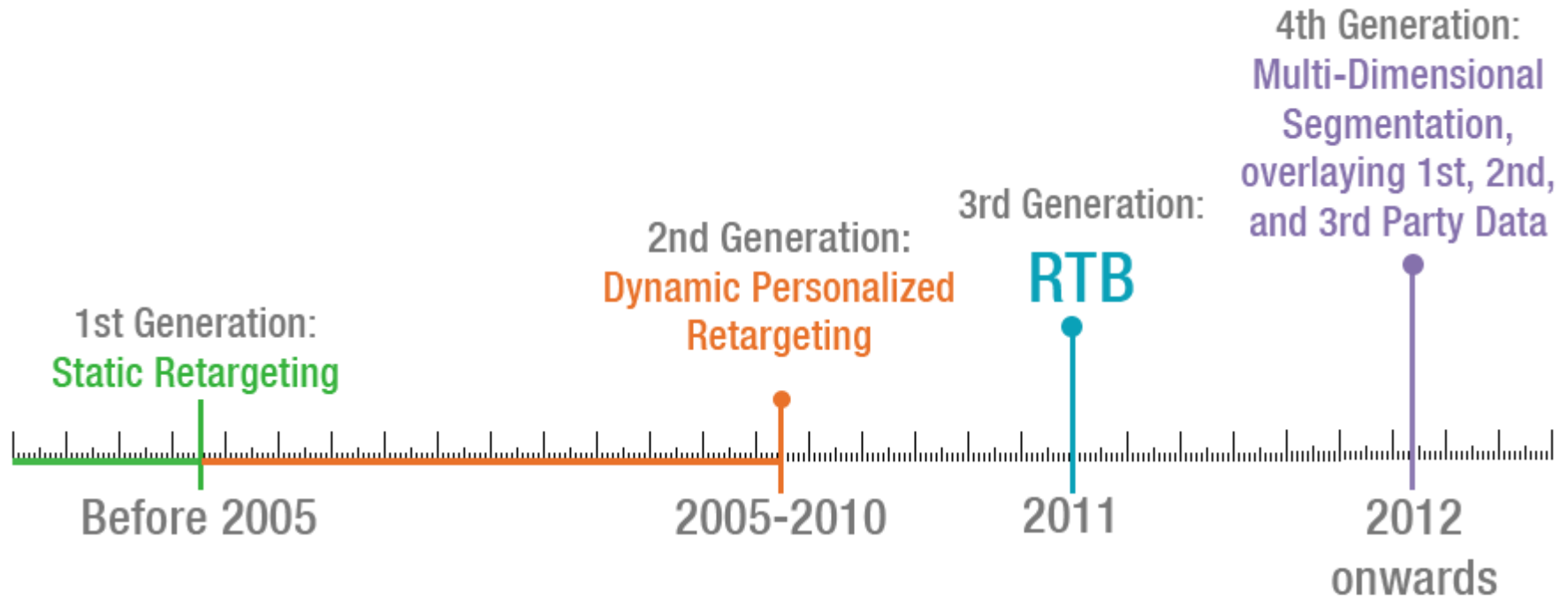your offering by bringing expertise in-house and creating new business models

Leveraging Google RTB AdX Platform to Boost Performance

March 2012

Display is Evolving…

myThings
making impressions personal

Global leader in CPA Retargeting
Growing sales at scale for the top brands in Europe

10 markets
(UK, FR, DE, IT, ES, NL, RU, US, India, and Japan)

8M conversions
generated for advertisers to date

Strong customer base
of leading eCommerce brands
(Orange, Microsoft, Shop Direct, Zalando, Daily Deal)

Over **300** live customers

Over **1 Billion**
personalised impressions per month

Over **100 Million**
banner variations in each campaign

Over **80%**
potential reach

500 Million
RTB requests
per day

Backed by Accel Partners, Carmel Ventures, T-Venture and Orange-Publicis Venture fund

myThings
making impressions personal

Intro

Core Product: Personalized Retargeting

1 Users visit the merchant site

- They are tagged with myThings' smart tag
- Users browse between different products but cannot decide on the right one and leave the website

2 When they later visit any website on myThings' network, myThings targets them with an ad

4 This optimized banner is served to each individual as a personalized shopping window - enabling instant conversions by taking the user back to the product page

3 myThings creates, in real-time, a personalized banner - custom-created based on consumer intent data, with product info, image

5 myThings' personalized retargeting typically increases return conversions by over 150%

myThings
making impressions personal

Right Ad Content, for the Right Person, at the Right Time

- Fully dynamic and personalized banner content
- Automatically generated in real time
- Based on consumer interactions with the advertiser's website

Trusted by Top Tier Brands

Retail
Consumer Goods, Fashion

Services
Communication, Travel, Finance, Gaming

Extensive Global Media Partnerships

Over 80% reach of web traffic   200+ direct European publisher relations

RTB Technology Leadership

Among First 50
companies that implemented the Google
RTB API **WORLDWIDE**

Over 50,000,000
RTB requests handled by myThings' engines
every hour

Best in Class Bidder
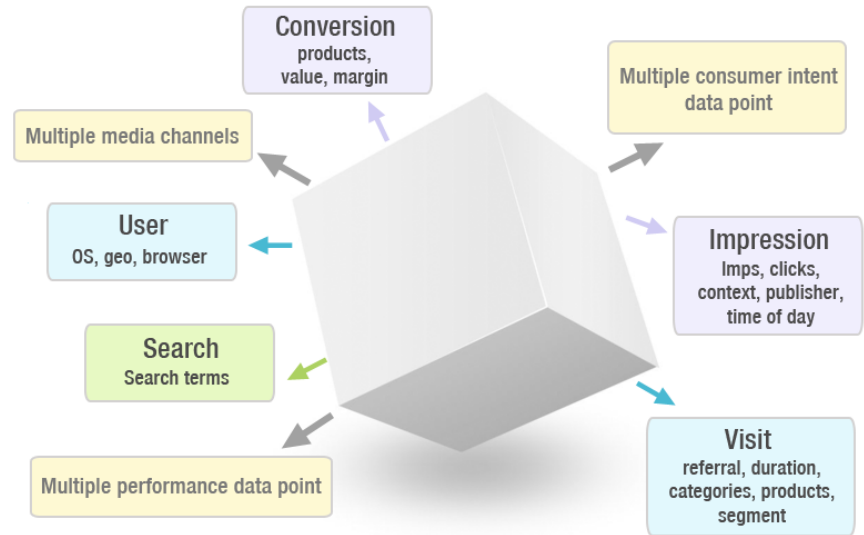
100% call out rates,
Zero error rates

Among Top 5
RTB Media Buyers in Europe
on Google AdX RTB Exchange

myThings
making impressions personal

Intro

Cutting Edge Segmentation Algorithms

Infinite granularity in consumer segmentation using myThings' multi-dimensional segmentation engine

Bid Prediction Utilizes 100s of Data Dimensions

Conversion
products, value, margin

Multiple media channels

Multiple consumer intent data point

User
OS, geo, browser

Impression
Imps, clicks, context, publisher, time of day

Search
Search terms

Multiple performance data point

Visit
referral, duration, categories, products, segment

More than
100,000,000
potential banner variations in each campaign

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RTB Media Partnership Goals

- Pairing an impression's bid value with the user and dynamic segment value to enable myThings to translate granular consumer intent data into granular media buying

- Enhancing the cost-effectiveness of campaigns by better, smarter use of myThings' clients marketing budgets

Google and myThings: Working Together Since 2010

Phase I – mid 2010

myThings buying targeted CPM traffic in bulk through the AdX platform

Phase I – fast forward 2 months

myThings was one of the first companies to implement the Google RTB API

Phase III – fast forward another 2 months

Full implementation
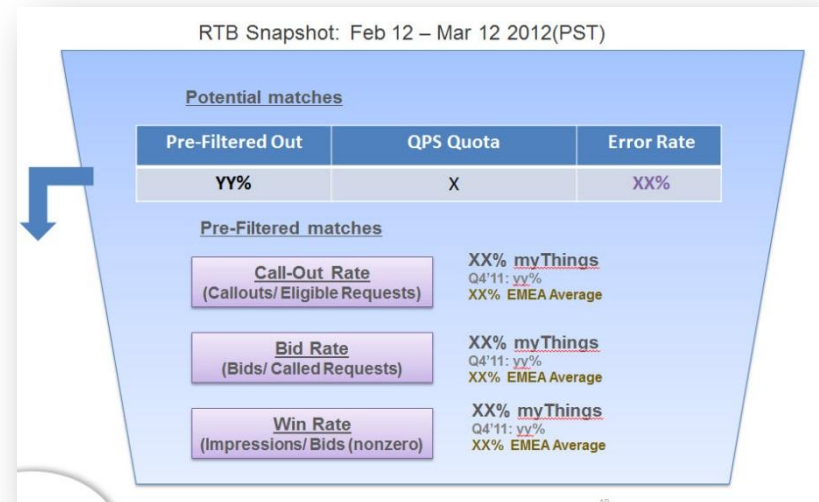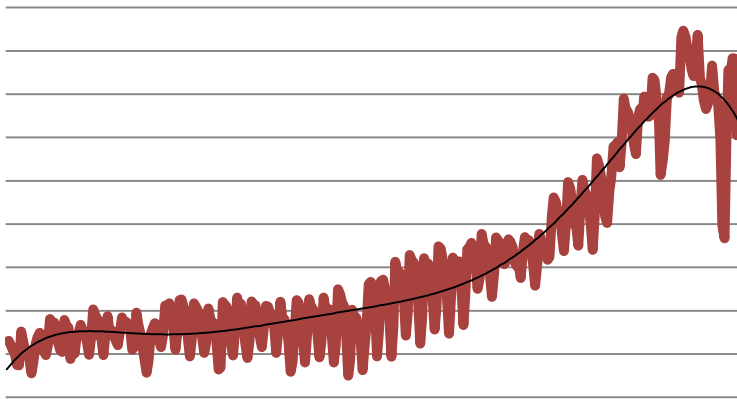
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Integration

- Google and myThings' engineering teams working hand-in-hand to create business led integration for both the media buyer and the service provider allowing all myThings requirements to be met

- Smooth, server-to server integration thanks to the commitment of Google, whose professional team provided real time support, iterative support approach and insights

- Strong determination to get the relationship off the ground and allow massive media buying scaling

- Clear, automated, comprehensive and easy to use interface offering instant access to Google's vast pool of quality inventory across several markets

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Partnering
for Success

Reporting & Analysis

- Through regular Quarterly Business Reviews creating a high growth partnership

- In depth reports producing valuable insights into campaign performance and optimization

Daily Percent Change from Average Daily Impressions

RTB Snapshot: Feb 12 – Mar 12 2012(PST)

Potential matches

Pre-Filtered Out	QPS Quota	Error Rate
YY%	X	XX%

Pre-Filtered matches

Call-Out Rate (Callouts/ Eligible Requests)	XX% myThings Q4'11: yy% XX% EMEA Average
Bid Rate (Bids/ Called Requests)	XX% myThings Q4'11: yy% XX% EMEA Average
Win Rate (Impressions/ Bids (nonzero)	XX% myThings Q4'11: yy% XX% EMEA Average

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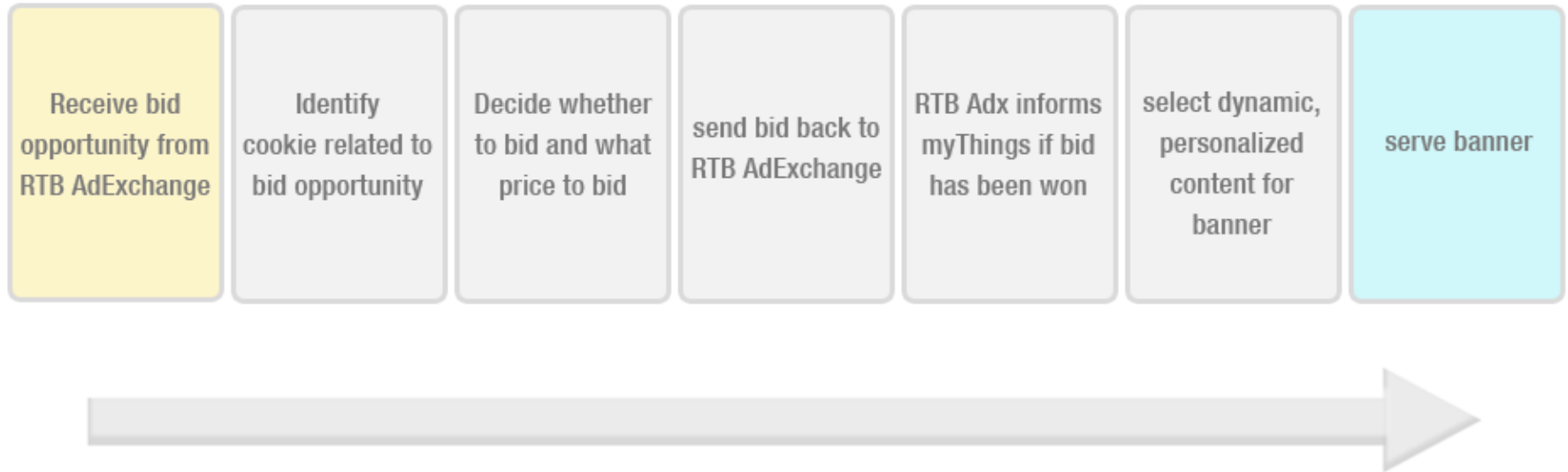
Partnering
for Success

Market Leading Account Management and Analysis

- **Great Quality Service:**

  - Daily communication (when needed)
  - Highly responsive (including out of work hours during emergencies)
  - Great technical support and problem solving always allowing us to troubleshoot and resolve issues

- Strongest commercial and technical account management support team out of all providers

- Several on-site visits by Google team in our R&D centre in Tel Aviv

myThings

Partnering for Success

The RTB Flow

Receive bid opportunity from RTB AdExchange	Identify cookie related to bid opportunity	Decide whether to bid and what price to bid	send bid back to RTB AdExchange	RTB Adx informs myThings if bid has been won	select dynamic, personalized content for banner	serve banner

This process is initiated over 500 million times a day

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The Impact | Leveraging Multiple Data Sources

myThings seamlessly integrates…

> 1st, 2nd and 3rd party data

> **>** Publisher side data

> > **>** Real time campaign performance data

…to create highly granular segments, which are paired with a single impression's bid value to maximise campaign performance

Google's RTB platform facilitates optimal operation of this mechanism via market leading proprietary bidder technology.

$0.3 $0.5 $0.3
$0.4 $0.4
$0.3 $0.3 $0.5

Pricing per impression / consumer
Accurate pricing based on estimated value for advertiser

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Partnering
for Success

The Impact | Volume & Reach Uplift

- **50% increase in impressions** served via AdX

- Over **1300% increase** from initial 500 QPS

- Probability to locate a user in Google RTB **4X than other RTB exchanges** (in the 3 central European markets)

- Enables us to provide advertisers with **greater scalability and immediate media presence** in new and important markets

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Partnering
for Success

The Impact | Performance Uplift

- Created by the ability to leverage RTB, particularly via Google's open-minded and flexible approach to understand our business, one of the main catalysts that enabled myThings' 4-digit growth in the past 2 years

- ADX API solution produced CTRs 6X higher than regular display banners

- myThings' use of Google's RTB API has enabled higher online revenues with return conversion rates of over 150%

- And with such great results…

We Simply Had to Tell The World About it…

doubleclick by Google

Case Study | DoubleClick Ad Exchange

myThings and Google: Combining the power of real-time bidding, personalised retargeting and Google's DoubleClick Ad Exchange

myThings — making impressions personal

About myThings
- www.mythings.com
- Offices in UK, France, Germany, Italy, Spain and China
- Founded in 2004, myThings is Europe's leading conversion-driven personalised retargeting company
- Serves over 1 billion personalised impressions per month
- Handles over 50 million real-time bidding

The e-commerce space is fiercely competitive with online viewers able to shop for thousands of similar products across hundreds of websites at any time of the day or night. With the ability to compare products and prices, 98% of online shoppers leave a site without making a purchase. myThings' behavioural retargeting technology addresses this challenge, with the aim of transforming online browsers into customers.

A leader in the field of personalised retargeting, myThings provides advertisers with the tools to create relevant, individualised banners in real time for visitors who have left their websites without making a purchase. Their solution ensures that every single impression for every single ad is optimised with content that is most relevant to the viewer. Furthermore, myThings runs a cost-per-action, performance-based business model, which means the company is paid only when a prospect converts.

http://www.google.co.uk/adwords/watchthisspace/solutions/ad-exchange/

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Partnering for Success

Thank You

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