



## case study

# Auto-Optimizing Video Ads Improves Online Travel Aggregator's Ad Performance by 175%

### SpotXchange Snapshot

- Monthly unique viewers: 197 million +
- Publisher sites: 1,000 +
- Global footprint

### Offerings

- Ad Network
- RTB/Exchange
- Trading Desk

### Targeting

- Keyword
- Demographic
- Behavioral
- Geographic
- Sequential
- Site Specific
- Contextual
- Retargeting
- Detargeting

### Length of Flight & Ad Unit

- 12-week campaign / 30-second pre-roll video + companion banner

### Campaign Strategy

- Use Run of Network in the US and geo-targeting to key markets such as Atlanta, Boston and Seattle, aiming for 1% click-through rate

### Otto™ Optimizes Video Ads

- Otto is SpotXchange's advanced learning algorithm that automatically steers video ad campaigns to the right audience and optimizes every campaign to achieve the best performance
- SpotXchange applies Otto to video ad campaigns to increase the click-through rate and to lower the cost-per-click

VIDEO AD CAMPAIGN RESULTS					
Video	Product	Impressions	Clicks	CTR	CPC
:30 Video + Companion Banner	Without Otto	5,909,216	58,602	0.99%	\$0.59
:30 Video + Companion Banner	With Otto	8,231,060	142,887	1.74%	\$0.42



### Campaign Results After Using Otto

- Otto increased impressions by **2.3 million** and more than doubled the number of clicks by steering the campaign to the audiences that had a much higher response rate
- With Otto, the campaign inventory bid rates were automatically adjusted to maximize price/performance, which resulted in a **175%** increase in the client's click-through rate
- SpotXchange's Otto reduced the cost-per-click by **40%**, delivering more interactions at a much lower cost