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Drop8

Drop8 Uses Guaranteed Completes on Xandr Invest to Improve CPCV Performance by 22%

"As a small startup in the field of programmatic advertising, it is crucial to have a strong technology partner that provides products to increase quality and cost efficiency for our clients, and at the same time, reduce the workload for us."

Sam Lutz, Drop8 AG, Founder

The Challenge

Drop8's client, a travel booking platform, was focused on delivering fully completed video ads at the lowest possible price, while still reaching its target audience on the client site list.

In an effort to deliver video completes for advertisers, Drop8 optimized toward Cost per Completed View (CPCV), but their chosen solution engaged traders in several manual steps on a daily basis, including retrieving and analyzing reports, reviewing data and optimizing each campaign based on those findings. As a result, the team dedicated considerable time and substantial internal resources to reporting true video completion back to clients.

Drop8 knew that finding a solution to deliver video completes efficiently and easily would still allow advertisers to achieve CPCV goals but would also free up the team to focus on other prominent KPIs such as engagement, brand lift, and conversion.

The Solution

Drop8 turned to Xandr Invest, Xandr's strategic buying platform built for the future of advertising. Xandr Invest's CPCV-buying capability, Guaranteed Completes, allows buyers to simplify video campaign set-up and leverages optimized prediction via machine learning for a more efficient buying process, while guaranteeing 100% video completion, regardless of ad length.

By using Guaranteed Completes on Xandr Invest, CPCV became table stakes in Drop8's client's campaigns, not an optimization goal, requiring no additional efforts by the Drop8 team.

Implementing Guaranteed Completes eliminated the manual steps that Drop8 historically took each day, and instead they can now rely on Xandr Invest to deliver its CPCV objective. Drop8 now only pays for 100% completed video impressions and is able to focus on reaching other important KPIs for advertisers.

The Results

Guaranteed Completes proved to be a cost-efficient and high-performing solution. Regardless of a campaign's geo-targeting, inventory and type of marketplace (Deals and Open RTB), Xandr's machine learning algorithms lowered Drop8's CPCV and improved performance.

Performance Outcome:
Xandr Guaranteed Completes delivered a 22% lower CPCV than when Drop8 relied on manual CPCV optimization.

Efficiency:
Drop8 significantly reduced the number of manual steps taken to optimize advertisers' campaigns, all while delivering a completion rate of 100%. The agency can now provide strategic value for its clients and execute higher volumes of campaigns in the same timeframe as before.

Xandr Garanteed
Completes delivers

22%

Lower CPCV

PRECISE ADVERTISING

Drop8