

CASE STUDY

Xandr + Turbo

Turbo Uses Guaranteed Views on Xandr Invest to Decrease Cost-Per-Acquisition by 66%

“The adoption of Guaranteed Views on Xandr Invest has proved to be the best in class solution to meet our client’s requirements. The main KPIs monitored, both in terms of campaign and performance, showed a significant improvement, and simultaneously we saw an increase in ADG’s online ticket sales.”

Matteo Pomi, Turbo Programmatic Advertising, Chief Customer Officer

The Challenge

Turbo Wanted to Improve Its Client’s Performance by Spending Only on Viewable Inventory

Turbo is the first independent trading desk in Italy, empowering agencies and marketers to maximize performance and deliver hyper-effective digital campaigns.

Turbo’s client, Acquario di Genova (ADG) — or the Aquarium of Geneva, was focused on increasing the ROI of its campaigns by minimizing budget spent on non-viewable impressions and ultimately selling more online tickets. Turbo knew that if it could find a solution that would allow it to pay only for viewable impressions, their client could designate more money for quality inventory, and the impressions it did buy would have a greater impact on consumers. By honing in on the right inventory, it hoped to reduce waste, deliver more effective ads and generate new sales for ADG.

The Solution

Turbo Chooses Xandr Guaranteed Views to Focus Spend on Viewable Impressions

Turbo decided to run a test campaign using Guaranteed Views on Xandr Invest, Xandr’s strategic buying platform built for the future of advertising. [\(continued on next page\)](#)

By enabling Turbo to pay only for certifiably viewable impressions, Guaranteed Views dramatically limited ADG's wasted spend and quickly led to an uptick in online ticket sales.

Transacting on viewability has been a major challenge for digital advertisers. Consumers can't click on something they don't see, so in theory, optimizing for viewability should go hand-in-hand with optimizing for clicks. Prior to Guaranteed Views, buyers were forced to pay for every impression whether it was viewable or not. In an attempt to reduce risk, they had to place high bids to access ad placements that had historically offered high viewability rates, with no guarantee that the impressions would appear in-view. As a result, brands frequently overpaid for inventory that wasn't always viewable.

With Guaranteed Views, Xandr pays the publisher revenue on a CPM basis per every impression but buyers like Turbo only pay Xandr if the impression is measured viewable after the ad had been served, which is determined by IAB's definition of a "viewable impression." By using Guaranteed Views, Turbo was able to target the entire open internet for ADG's campaign, all while achieving a 100% viewability rate.

The Results*



Guaranteed Views decreased ADG's Cost-Per-Acquisition by 66%



44% decrease in cost-per-click



50% decrease in vCPM

*As compared to two other test line items in Xandr Invest: one without a viewability KPI and another with a 70% optimization on viewability.