Why We Partnered

Prior to Xandr partnering with RTB House, their technology already had a reputation for providing great flexibility, scale and performance for their clients. Xandr identified this partnership as an opportunity to drive revenue to Microsoft inventory, as RTB House is a trusted retargeting partner for top brands. Also, RTB House’s deep learning technology and its flexibility allowed for a smooth integration with the Xandr global platform and helped them quickly adapt to Xandr first price auction environment across Microsoft publishers: MSN, Skype, and Outlook.com, and Windows.

The RTB House platform makes billions of decisions and takes billions of actions in real-time, driving scale and global reach. High viewability rates and high performance make Microsoft’s inventory a unique source of supply. For RTB House, it’s important to have real-time access to the viewability signal delivered in the bid stream, to provide clients scale for their campaigns, and a brand safe environment. Partnership with Microsoft allows RTB House to ensure their clients both — global reach and a brand safe environment. (continued on next page)

“After starting PMP deals with Xandr, RTB House increased the number of clicks by up to 63% for particular advertisers, the conversion value has grown by up to 283%, and the conversion rate has increased by up to 213%.”

WOJCIECH GLOWACKI
Vice President of Sales, RTB House
Our Results

The partnership is a success, it covers the globe, it’s highly transparent, and the results are great on all sides. After partnering with RTB House, spend on the Xandr platform increased by 370% and eCPMs by 2.26x on Microsoft inventory.

Their ongoing growth is impressive, it is driven by their powerful cross-platform solution which is capable of buying inventory across desktop, mobile, and in-app, and, thanks to their deep learning technology, it delivers fully personalized, relevant creatives to engaged users. RTB House is one of the key buyers of Microsoft inventory and they’re constantly growing.

The global partnership between Xandr and RTB House is a perfect example of synergy of two high-tech companies working their best to deliver great results.

“A brand safe environment and global scale makes Xandr our trusted partner. We are very pleased with the cooperation and convinced that it will successively strengthen over time.”

WOJCIECH GLOWACKI
Vice President of Sales, RTB House

The Results

Spend on Xandr Platform on Microsoft Inventory:

$\uparrow 370\%$  
Spend

$\uparrow 2.26x$  
eCPMs

Xandr is AT&T’s advertising company and a leader in addressable TV, creating a better solution for advertisers and media companies. Xandr Invest and Xandr Monetize, our strategic platforms built on more than a decade of AppNexus’ innovation, optimize media spend across screens for buyers and sellers alike. Community, powered by Xandr, is a curated marketplace of premium publishers, providing access to unique consumer insights in a brand-safe environment. For more than 143 years, AT&T has used data and technology to inform and improve the consumer experience.