

CASE STUDY

Operam

Operam sees double-digit percentage improvement in vCPMs and CPCs with Guaranteed Views on Xandr Invest

The Challenge

In today's always-on world, advertisers demand complete transparency into their programmatic ads — how they're performing, who's viewing them, and what happens after a user clicks. Additionally, buyers across the industry have faced huge challenges in their attempts to run high-viewability campaigns, as publishers continue to sell on basic impressions.

Operam has leveraged Xandr Invest, Xandr's strategic buying platform, to run its display, mobile, and video / connected TV campaigns. Operam has been optimizing more and more of its campaigns for viewability, which its clients increasingly come to see as tablestakes for any campaign. However, it doesn't want to sacrifice precision or the ability to track against other campaign KPIs.

The Solution

In their quest for accountability and transparency, Operam has been an early adopter of viewability targeting techniques like viewability threshold targeting. But with Guaranteed Views on Xandr Invest, Operam kicked viewability up a notch.

Guaranteed Views ensures buyers will never pay for a non-viewable programmatic ad. It allows buyers to:

1. **Increase reach** by targeting the entire open internet
2. **Improve performance** by ensuring every campaign dollar goes toward a viewable impression
3. **Achieve maximum efficiency** since time and resources can now be spent optimizing campaigns to KPIs their client cares about, with viewability as a given

To demonstrate the benefits of Guaranteed Views, Xandr compared the performance of campaigns that were already running Guaranteed Views to those that were optimizing towards viewability as a KPI.*

“This solution made it simple to set up the KPIs we were looking to achieve. Xandr has taken the initiative to assume the risk knowing that our advertiser would only be paying for the impressions that were viewed. We are extremely pleased with the transparency and accountability that Guaranteed Views provide and look forward to incorporating them into our advertising campaigns moving forward.”

Brian Lam
Director of Programmatic,
Operam Inc.



The Results

37%

Lower vCPM

48%

Lower CPC

	vCPM	CPC
70% Viewability Threshold Targeting	\$3.62	\$3.52
Guaranteed Views on Xandr Invest	\$2.26	\$1.82

*While a one-to-one audience match didn't exist in this retroactive analysis, Xandr was able to isolate two line items that were targeting highly similar audiences. One line item was running Guaranteed Views, and the other was optimizing to a vCPM goal based on a 70% viewability threshold. The Xandr team then examined overall media cost, vCPM, and cost-per-click to determine any differences in ROI.