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CASE STUDY

Scibids

Scibids and Xandr Partner to Empower Buyers to Reach New Heights in Video Performance Against YouTube

"Rather than being just another buyer inside the walled garden, the platform's customization capabilities enabled us to find the hidden gems on Xandr Invest, empowering us to optimize our client's performance as measured by its unique KPIs."

Julien Hirth, Scibids, Co-founder

The Challenge

To Achieve Better Results for Their Client, Scibids Needed an Independent, Premium Video Marketplace and a Brand Safe Platform to Execute its Sophisticated Buying Algorithms

Scibids is a French machine learning company that builds tailored buying algorithms using Xandr Invest's custom models on behalf of its media trader clients. Through the power of data science and artificial intelligence, these algorithms identify the context that is most suitable and valuable to any given campaign, empowering buyers to maximize their digital performance.

Last year, one of Scibids' display clients asked the firm to help with its online video buying. As an online retailer, Scibids' client needed a nuanced video buying strategy that would deliver on the company's core performance goals. Though the client had initially run a test campaign on YouTube, which performed well, it wanted to test other marketplaces to see if it could drive better results and ensure higher brand safety standards.

In addition, the right technology partner would need to offer access to a large, premium video marketplace, as well as the brand safety tools necessary to protect Scibids' client from inappropriate content and invalid traffic. Then, and only then, could Scibids begin crafting the unique bidding strategy that would take its client's video marketing to the next level.

In order to reach maximum performance and respect the most stringent brand safety criteria, Scibids needed a suite of highly customizable buying tools that would allow it to make the most of its machine learning expertise.

The Solution

Scibids Constructs the Perfect Video Campaign by Customizing Bidding Strategies on Xandr Invest

Scibids selected Xandr to execute a hyper-intelligent video campaign with a unique blend of effective branding and extraordinary performance. Even better, the client was able to run its entire campaign inside a single, brand-safe marketplace that restricted its spend to quality, trustworthy inventory.

Using the advanced customization capabilities on Xandr Invest , Scibids built custom models that formed the backbone of a highly sophisticated buying algorithm. Through the combination of the platform's flexibility and its own data science mastery, Scibids crafted a bidding logic that was responsive to most of the 100 + variables that are available with Xandr Invest –including browser type, the user's city, and the score assigned to the user by the DMP.

Despite these precise targeting settings, Scibids was able to scale its campaign via Xandr's access to premium video inventory. By providing access to hundreds of quality publishers located all over the world, the platform empowered Scibids to achieve its reach goals without dipping in to unsavory content providers. And with pre-bid policy enforcement, domain transparency, and a spend protection guarantee, Scibids' client never had to worry about wasting money on invalid traffic or harming its brand reputation with an unfortunate ad placement.

On top of all this, the Scibids algorithm was able to make smarter buying decisions as the campaign went along. By taking advantage of the platform's comprehensive feed of log-level data, the company's bidding algorithm learned to shift spend toward the inventory that best helped the client meet its individual campaign goals. Within two days, Scibids' algorithm segmented billions of quality impressions into thousands of finely priced sub-strategies that prioritized certain geolocations, device models, and even specific placements offered by individual sellers.

Results

Together, Xandr Invest and Scibids Generate Stronger Performance than YouTube in a Premium Video Marketplace with a decrease in Cost-Per-Qualified-Visitor of 71%

Scibids' video campaign with Xandr significantly outperformed the client's YouTube campaign, reducing cost-per-qualified-visit to less than one-third of what the client had previously been paying. Not only that, but these gains were made within the confines of a brand-safe video marketplace that ensured that Scibids' client was engaging quality users who could be converted into real, paying customers. As a result, the end client chose to shift 30% of its YouTube spending to Xandr Invest.

What's particularly impressive is the extent to which Scibids' Cost-Per-Qualified- Visitor decreased over the course of the two-week campaign, a testament to both the artificial intelligence of the company's bidding algorithm and the savvy of its human traders.
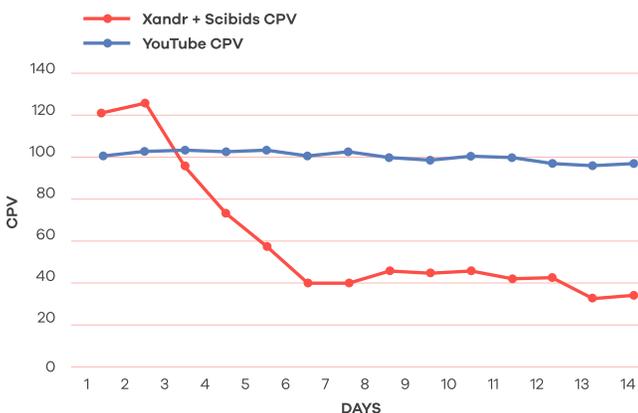
Throughout the first part of the campaign, the algorithm adopted an increasingly strict targeting logic that concentrated spending on the highest-performing inventory. After these tight requirements caused the campaign to under-pace, the traders removed several targeting parameters in an attempt to increase volume. By giving the algorithm more room to explore Xandr's platform, this shift uncovered new buying opportunities and helped the client achieve its lowest CPV of the campaign.

"We were excited to find that the premium inventory available to us represented a safe and relevant alternative to YouTube for the brands we work with. It's this space of the video environment that Scibids can now explore in greater depth, while maintaining a large scale. With tools that are not available on YouTube, we can influence algorithms and performance." Said Julien Hirth , Co- founder at Scibids.

Ultimately, Scibids' campaign on Xandr Invest decreased its Cost- Per-Qualified-Visitor by 71%, as compared to the campaign its client had run on YouTube.

Scibids

Scibids is a 3rd party machine learning provider empowering media traders with custom bidding algorithms leading to significant performance and productivity uplifts. Our tool increases the performance of existing strategies set in the DSP by generating finely priced sub-strategies and discovers new effective ones. From pure performance insertion orders to viewability objectives, we have the bidding algorithm you need to take your daily trading to the moon!

For more information, visit: http://scibids.com