

Adloox helps enable IgnitionOne to increase overall conversions across their network by an average of 4%



Results

4%

more conversions across clients' campaigns

9%

decrease in invalid traffic GIVT and SIVT

9%

increase in viewability rate

28%

decrease in brand safety risk

\$500K+

prevented from being spent on fraudulent, non-viewable and non-brand safe impressions*

Overview

IgnitionOne wanted to further improve their clients' advertising performance by addressing inefficiencies in order to maximise client media budgets.

Already a leader in the marketplace, IgnitionOne worked closely with Adloox to further improve the quality of the media that they buy. Together, they removed inefficient, fraudulent traffic from campaigns and optimised spend towards highly viewable, effective, brand-safe ad inventory.

Objectives

The strategy's overarching goal was to use Adloox's real-time data to identify inefficiencies – precluding certain inventories from delivery and optimising towards better quality media. This goal would be achieved through the following:

- Removal of non-viewable and low viewable impressions from delivery to further improve viewability rates
- Further reduction in fraudulent impressions bought across their client campaigns
- Flagging fake domains and non-safe websites to further improve inventory quality

*Based on impressions blocked and industry average CPM

Solution

Adloox used their robust reporting features to analyse IgnitionOne clients' Q2 campaign data for ad fraud, brand safety and viewability and created benchmarks for targeted improvements. Next, Adloox's account management team closely monitored and analysed all of IgnitionOne clients' real-time campaign data within the Adloox UI.

Using macro filters, they were able to drill down into the granular data to clearly identify and flag any suppliers, domains, sub-domains or ad placements providing non-viewable, fraudulent or non-brand safe impressions.

Once flagged, Adloox's technical account management team provided IgnitionOne with objective recommendations as to how they could optimise their clients' campaigns by removing flagged inefficiencies and focusing budgets on high-performing inventory.

All areas of delivery were optimised, with significant improvements resulting in greater performance across IgnitionOne's clients in Q3.

Testimonial

"Adloox have provided fantastic service and learned quickly where inefficiencies were hiding in terms of non-viewable, non-brand safe or fraudulent impressions. Their account management team were proactive and made objective recommendations as to where we could further optimise and improve performance—and the results speak for themselves. When a partner can use granular data and actionable insights to improve efficiencies and maximise ROI—whilst still protecting the brand integrity for our clients—that's a win."

Will Margiloff
CEO, IgnitionOne