

Agenda 1.0 optimize yield GAM

1. Exploring Data Analysis of Ad
Exchange Report for optimize yield

2. Using Bid-Range data to determine
the right floor prices

Config

Ad Exchange historical
Transaction types: Open auction
Pricing rules: Topcomment2_local
Countries: Thailand

1. Exploring Data Analysis of Ad Exchange Report for optimize yield

Pricing Rule: Topcomment2_local

last 30 days (Mar 6, 2019 - Apr 4, 2019)

(a.) Dimensions

Time

Days

Targeting

Ad locations

- Branding types

Buyers

Advertiser verticals

Ad requests

- # Bid landscapes
(* Floor price)

Active view?

(b.) Metrics

numerical

- Estimated revenue (THB)

CPC (THB)

Clicks

Ad requests

Ad request eCPM (THB)

Ad impressions

- Ad eCPM (THB)

Matched requests

Matched eCPM (THB)

percent

Coverage

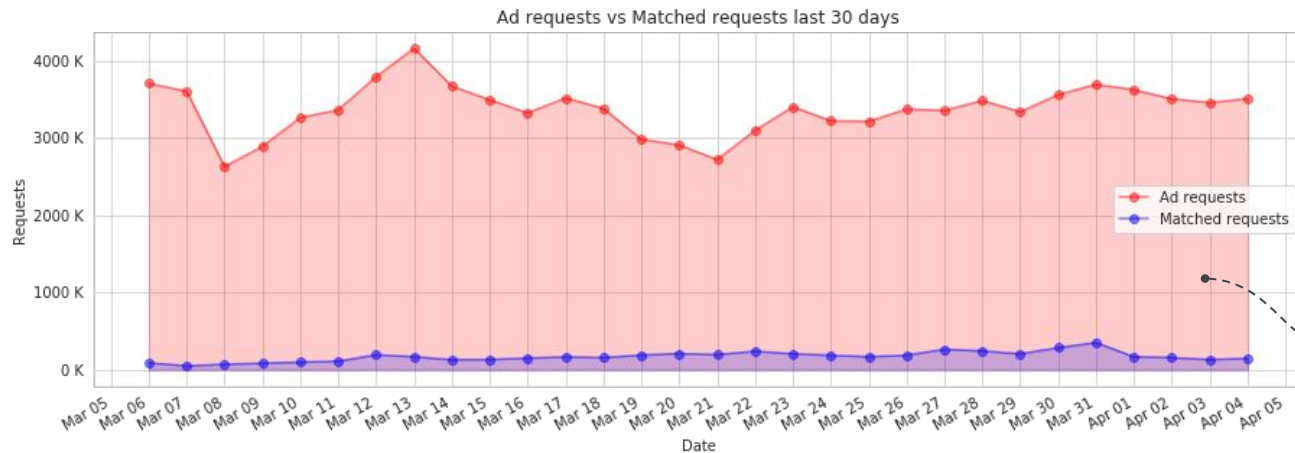
Ad request CTR

Ad CTR

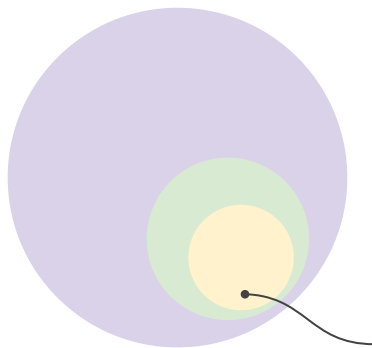
CTR

Lift

Dimensions: #Time



Big Gap!
(% less Coverage)



last 30 days

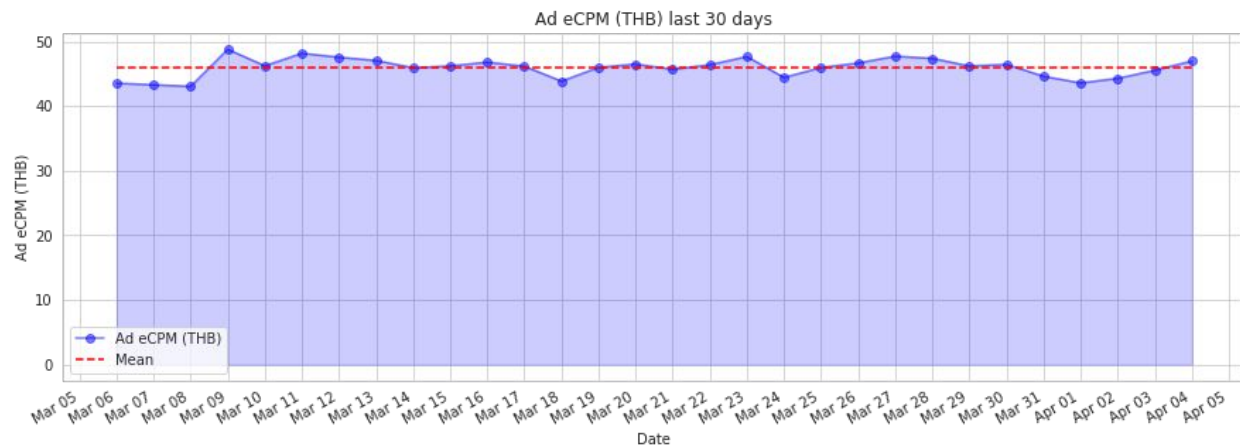
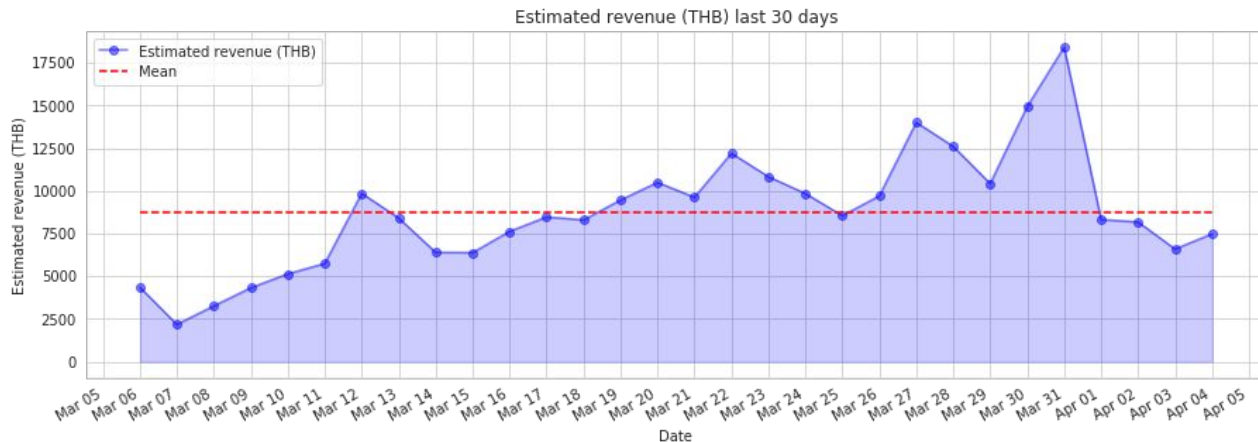
Ad Requests 100%

Matched Requests 5.03%

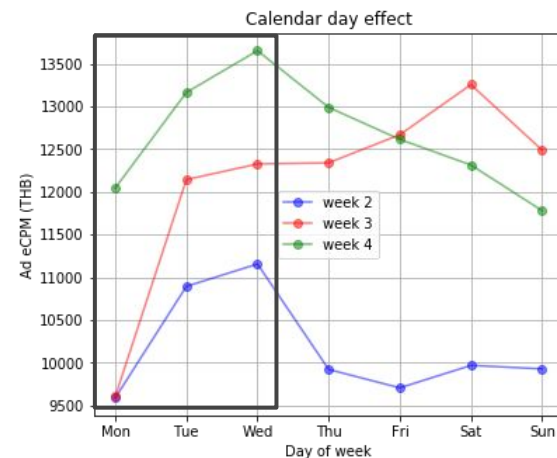
Ad Impressions 4.78%

Dimensions: #Time

CPM = Revenue per one thousand impressions



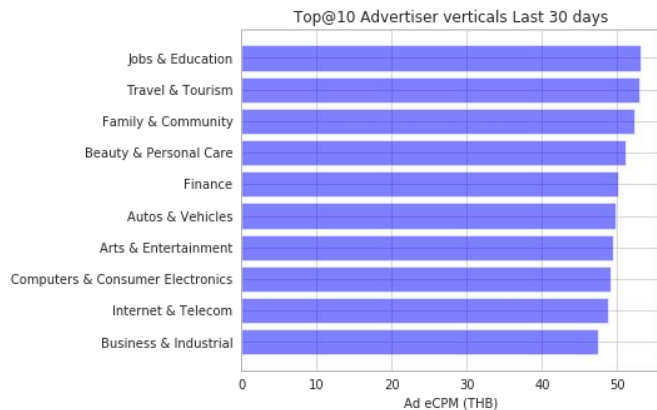
Wednesday Trending ?



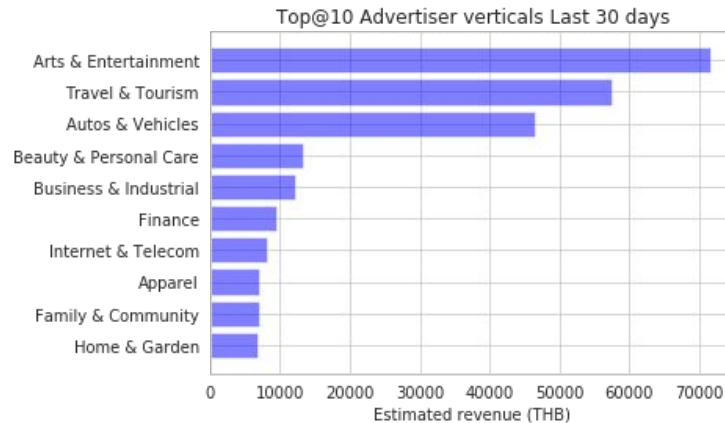
Dimensions: #Targeting, #Buyers

CPM = Revenue per one thousand impressions

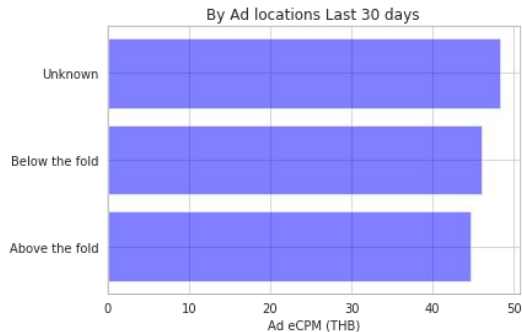
A. Advertiser verticals (Ad eCPM)



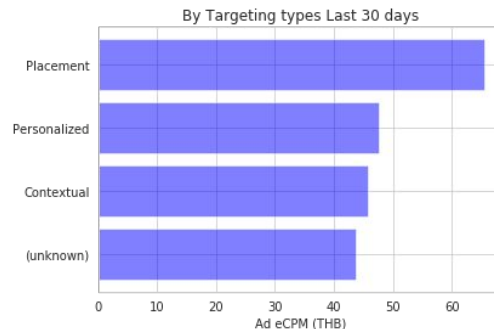
B. Advertiser verticals (Estimated revenue)



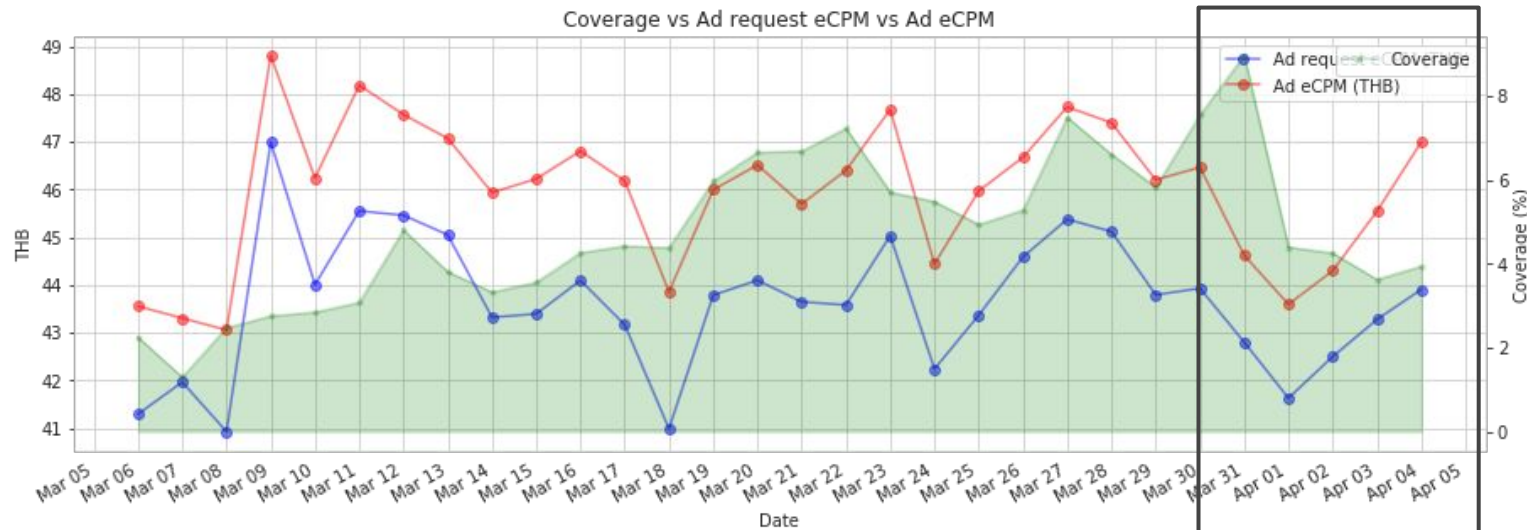
C. Ad locations



D. Targeting types

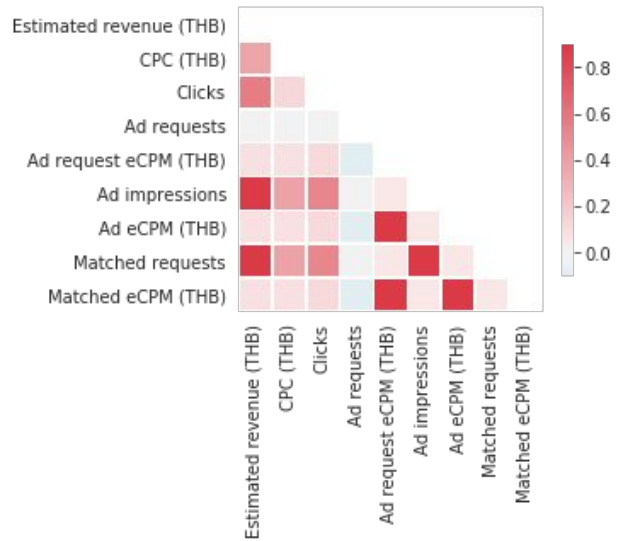


Metrics

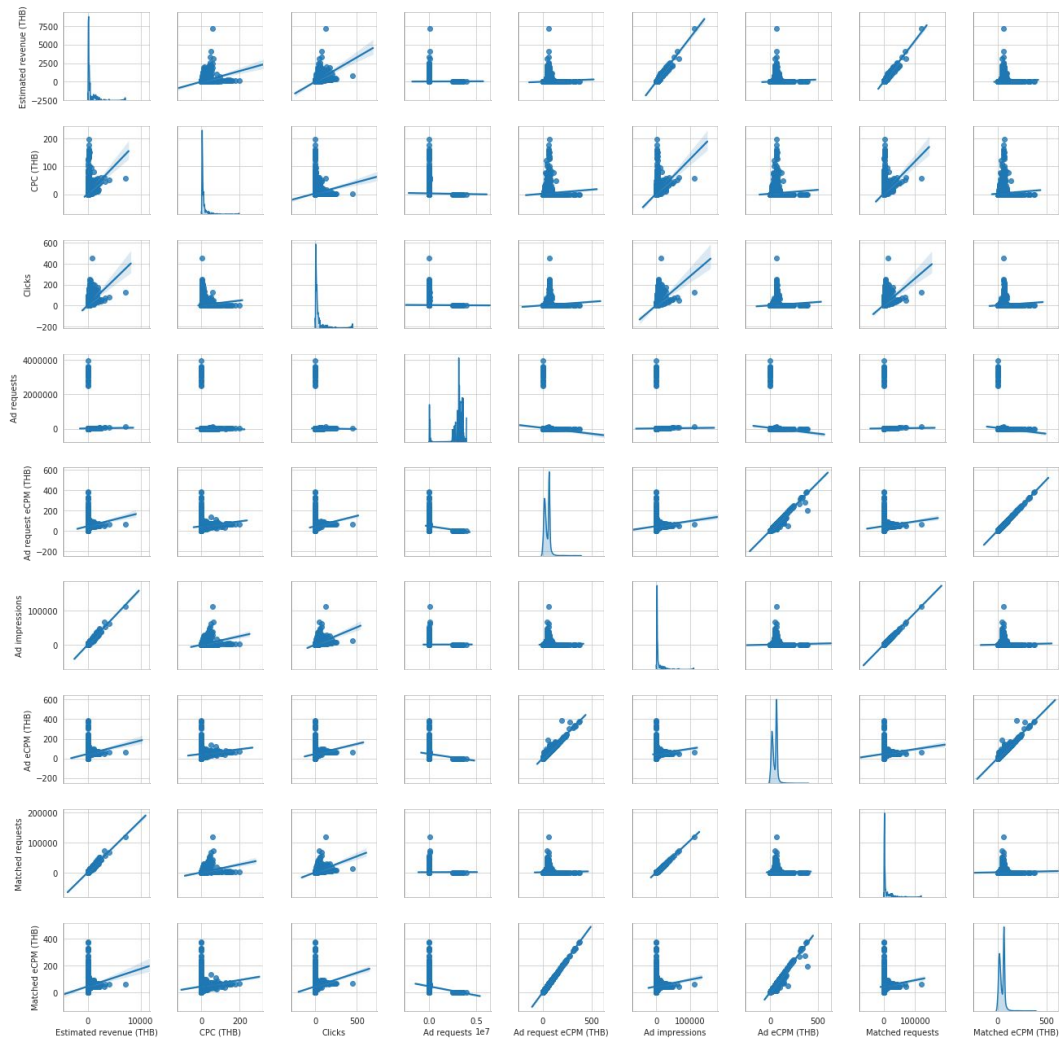


We can see clearly that a high coverage may not always yield you high revenue if the CPM is lower than optimum level and similarly a high CPM may not always yield a high revenue if coverage is lower than the optimum level. Continuously optimizing while balancing these two would give you better yields.

Correlation matrix



- Find relationship between two variables



2. Using Bid-Range data to determine the right floor prices

- a. Advertisers
- b. Pricing Rules

Based on second price auction

Bid ranges (gross)	Advertisers	Bids	Average bid CPM	Estimated earnin	Impressions won	Winning bid CPM	Close CPM (THE	Win %
THB 111.78 - THB 114.97	TRUE	47	112.69	2.73	44	112.66	62.16	93.62%
THB 114.45 - THB 117.63	TRUE	15	116.13	0.7	12	116.14	58.38	80.00%
THB 114.97 - THB 118.17	TRUE	41	116.11	2.35	37	116.11	63.6	90.24%
THB 117.63 - THB 120.81	TRUE	11	119.32	0.72	11	119.32	65.23	100.00%
THB 118.17 - THB 121.36	TRUE	52	119.06	2.87	48	119.07	59.79	92.31%
THB 120.81 - THB 123.99	TRUE	14	122.85	0.76	13	122.87	58.8	92.86%
THB 121.36 - THB 124.55	TRUE	30	122.14	1.72	28	122.13	61.33	93.33%
THB 123.99 - THB 127.17	TRUE	11	125.95	0.64	11	125.95	58.34	100.00%
THB 124.55 - THB 127.75	TRUE	51	125.48	2.87	48	125.4	59.8	94.12%
THB 127.17 - THB 130.35	TRUE	12	129.07	0.57	9	128.91	63.76	75.00%
THB 127.75 - THB 130.94	TRUE	35	128.71	1.93	32	128.69	60.24	91.43%
THB 130.35 - THB 133.53	TRUE	11	132.37	0.64	11	132.37	57.93	100.00%
THB 130.94 - THB 134.13	TRUE	34	131.61	2.01	33	131.61	60.9	97.06%
THB 133.53 - THB 136.71	TRUE	17	135.36	0.89	16	135.39	55.78	94.12%
THB 134.13 - THB 137.33	TRUE	29	135.24	1.67	27	135.29	61.72	93.10%
THB 136.71 - THB 139.89	TRUE	10	138.9	0.38	8	139.11	47.8	80.00%
THB 137.33 - THB 140.52	TRUE	25	138.24	1.22	23	138.23	52.96	92.00%
THB 139.89 - THB 143.07	TRUE	9	141.48	0.57	9	141.48	63.68	100.00%
THB 140.52 - THB 143.72	TRUE	22	141.57	1.17	18	141.47	64.72	81.82%
THB 143.07 - THB 146.25	TRUE	14	144.8	0.93	14	144.8	66.4	100.00%

Agenda 2.0 optimize yield GAM

1. Using Bid-Range data to determine the right floor prices

Ad Exchange historical

Transaction types ▾	is any of ▾	Open auction ×		−	+
Pricing rules ▾	is any of ▾	Topcomment2_local ×		−	+
Countries ▾	is any of ▾	Thailand ×		−	+

Focus this case for optimization

(a.) Dimensions


- # Bid landscapes
(* Floor price)

Note

Bid data is updated after
approximately 36 to 48 hrs.

- bid ranges + advertisers
- bid ranges + pricing rules

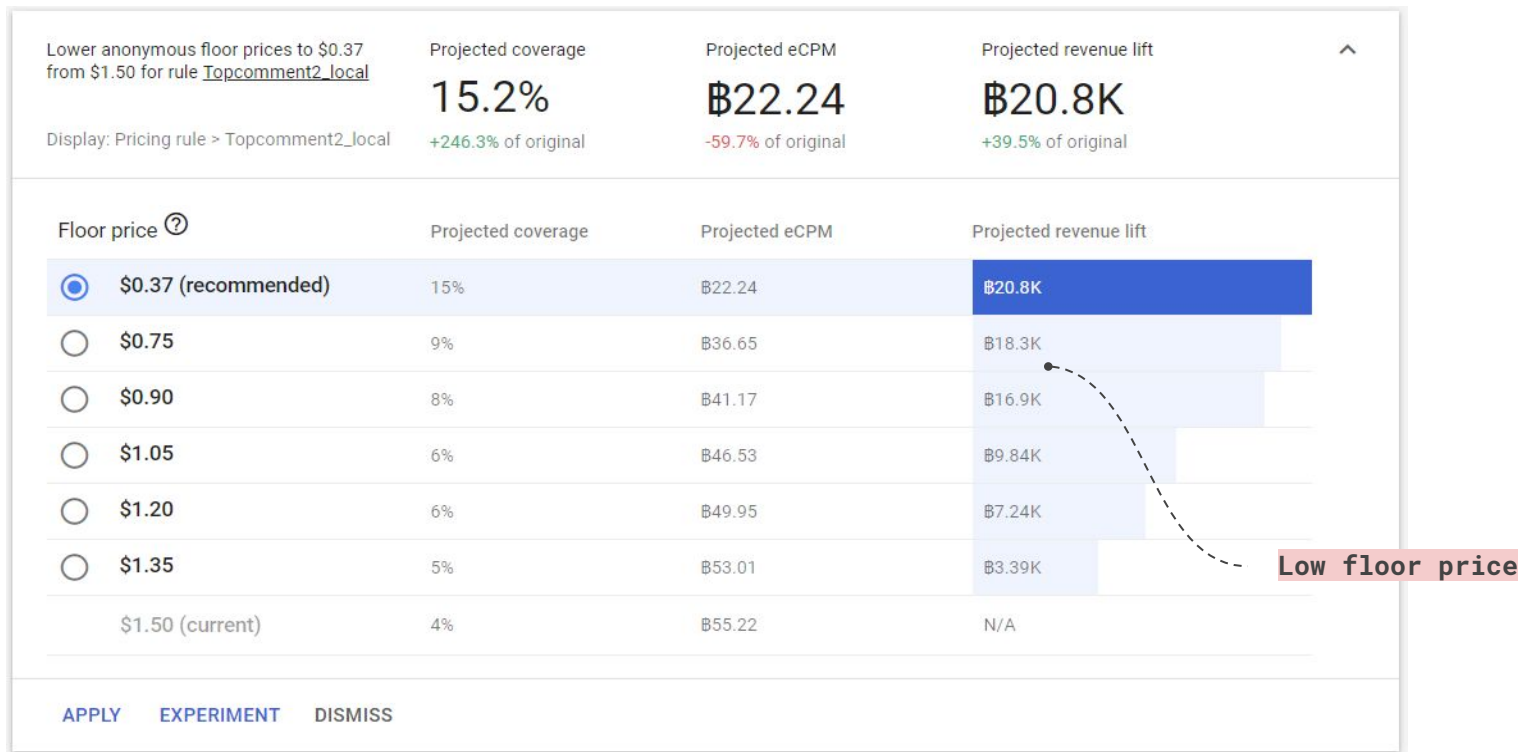
(b.) Metrics

- ☒ Bid metrics 
- ☒ Bids DEPRECATED
- ☒ Average bid CPM (gross) DEPRECATED
- ☒ Estimated earnings from bids DEPRECATED
- ☒ Impressions won DEPRECATED
- ☒ Winning bid CPM (gross) DEPRECATED
- ☒ Close CPM DEPRECATED
- ☒ Win % DEPRECATED

- ☒ Active view metrics 
- ☒ Active view measurable
- ☒ Active view viewable
- ☒ Active view enabled impressions
- ☒ Active view measured impressions
- ☒ Active view viewed impressions
- ☒ Average viewable time (secs) BETA

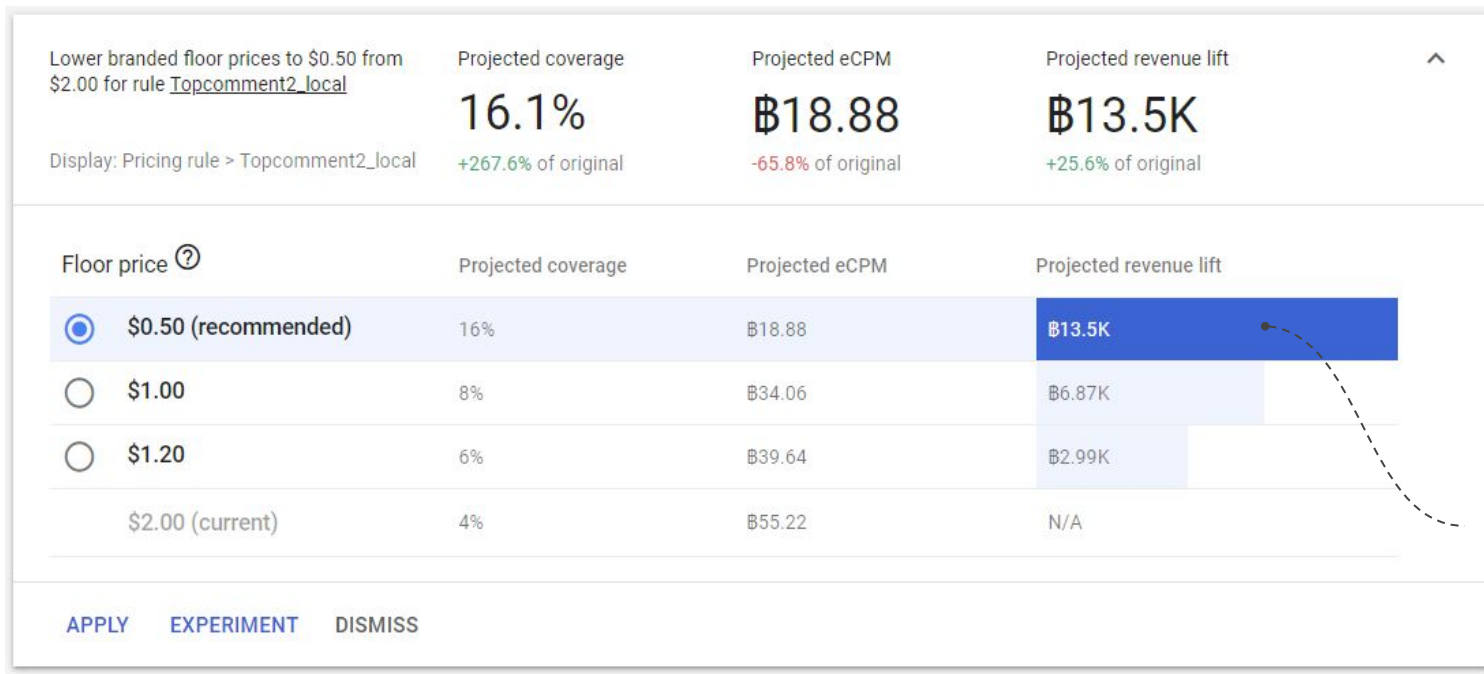
Optimize yield

by GAM

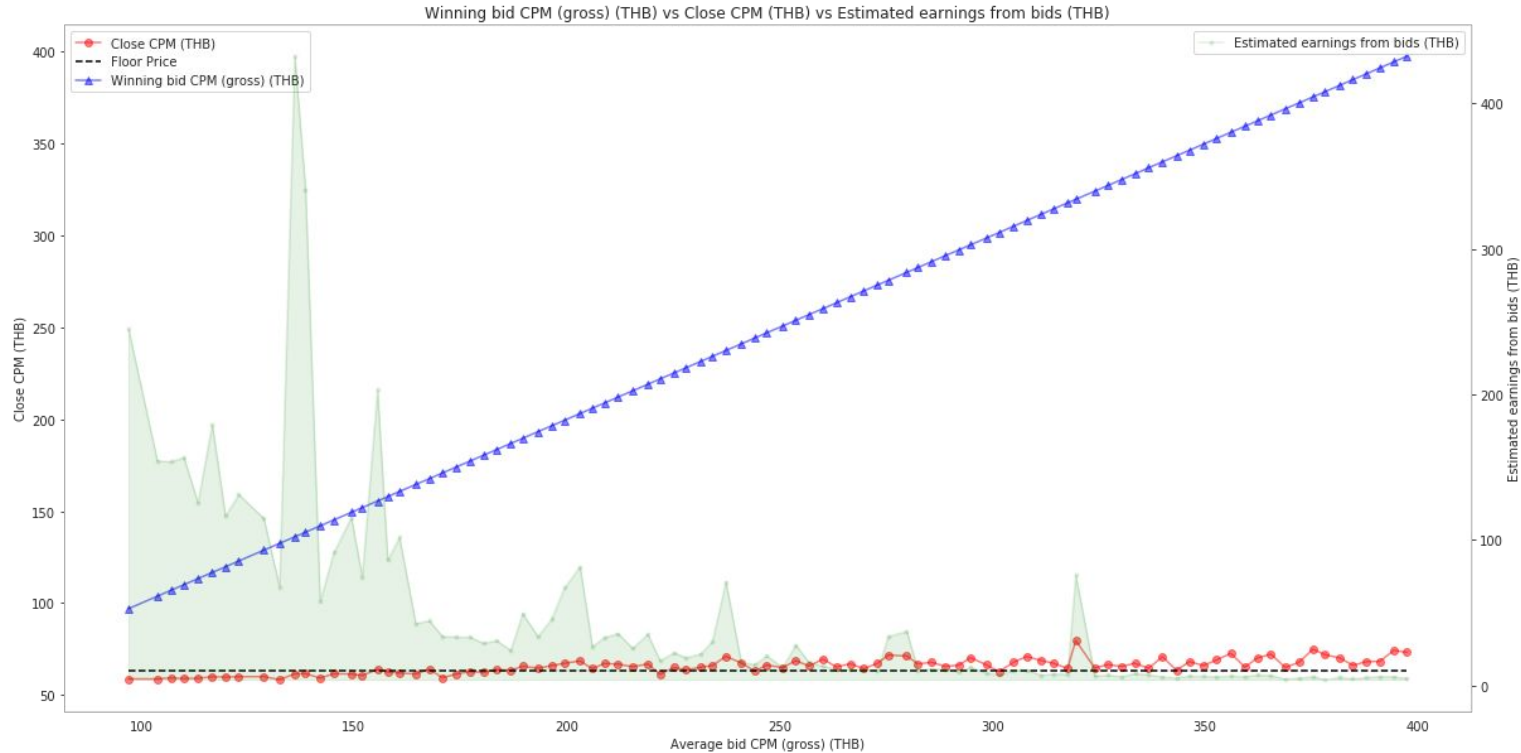
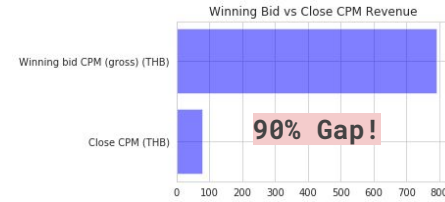


Optimize yield

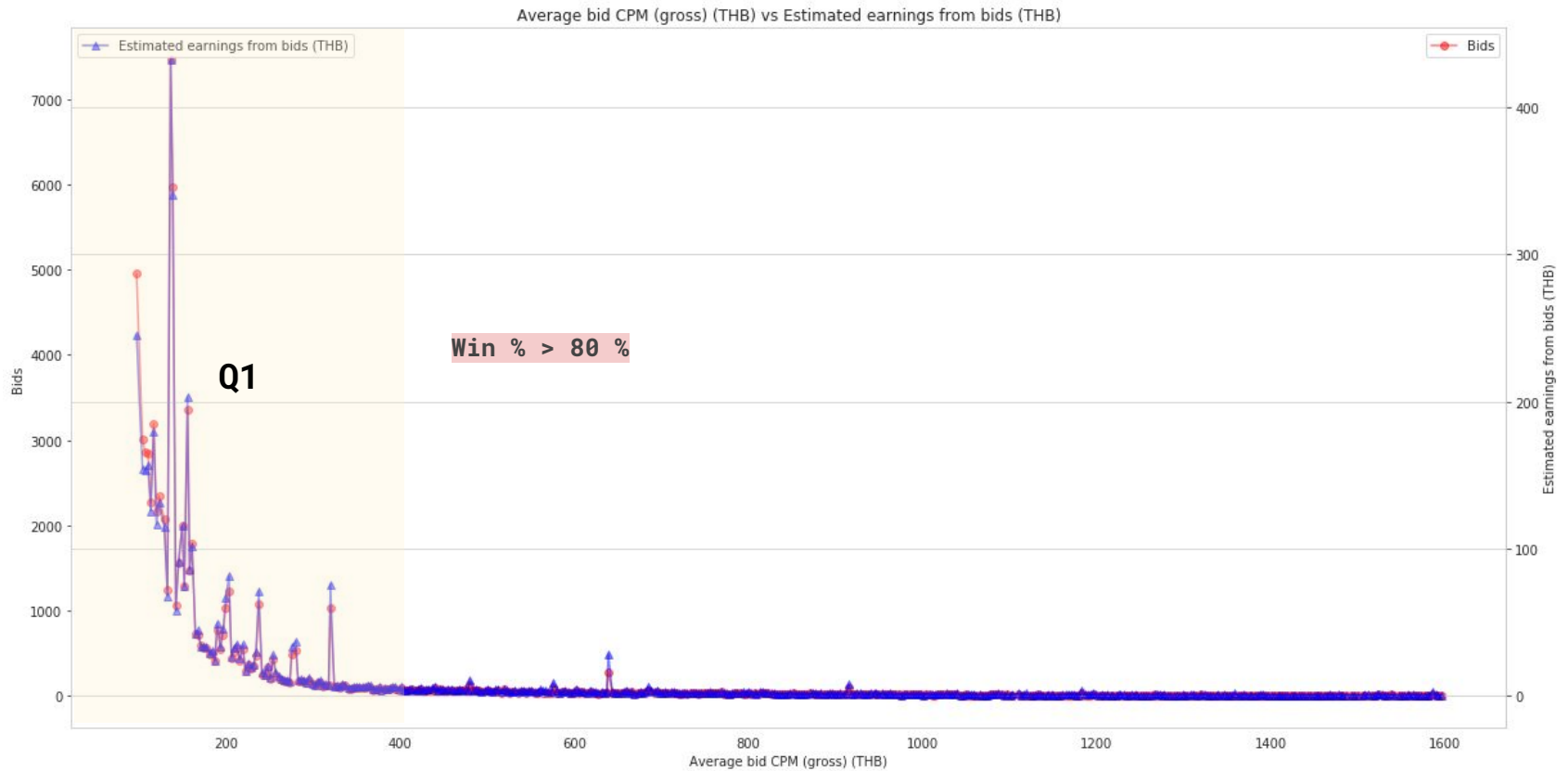
by GAM



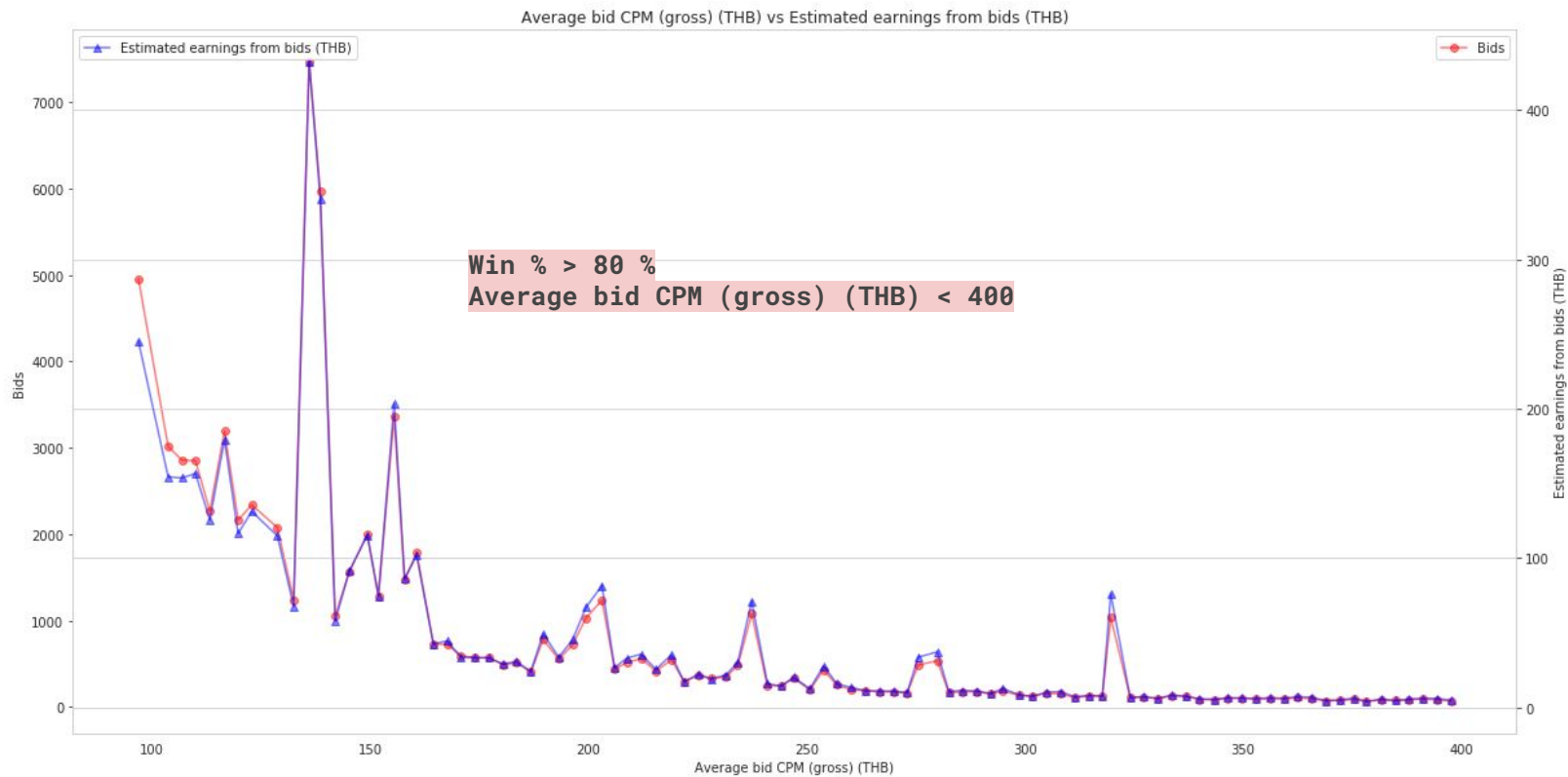
based on second price auction
(Branded prices) last 30 days
Floor \$2.00



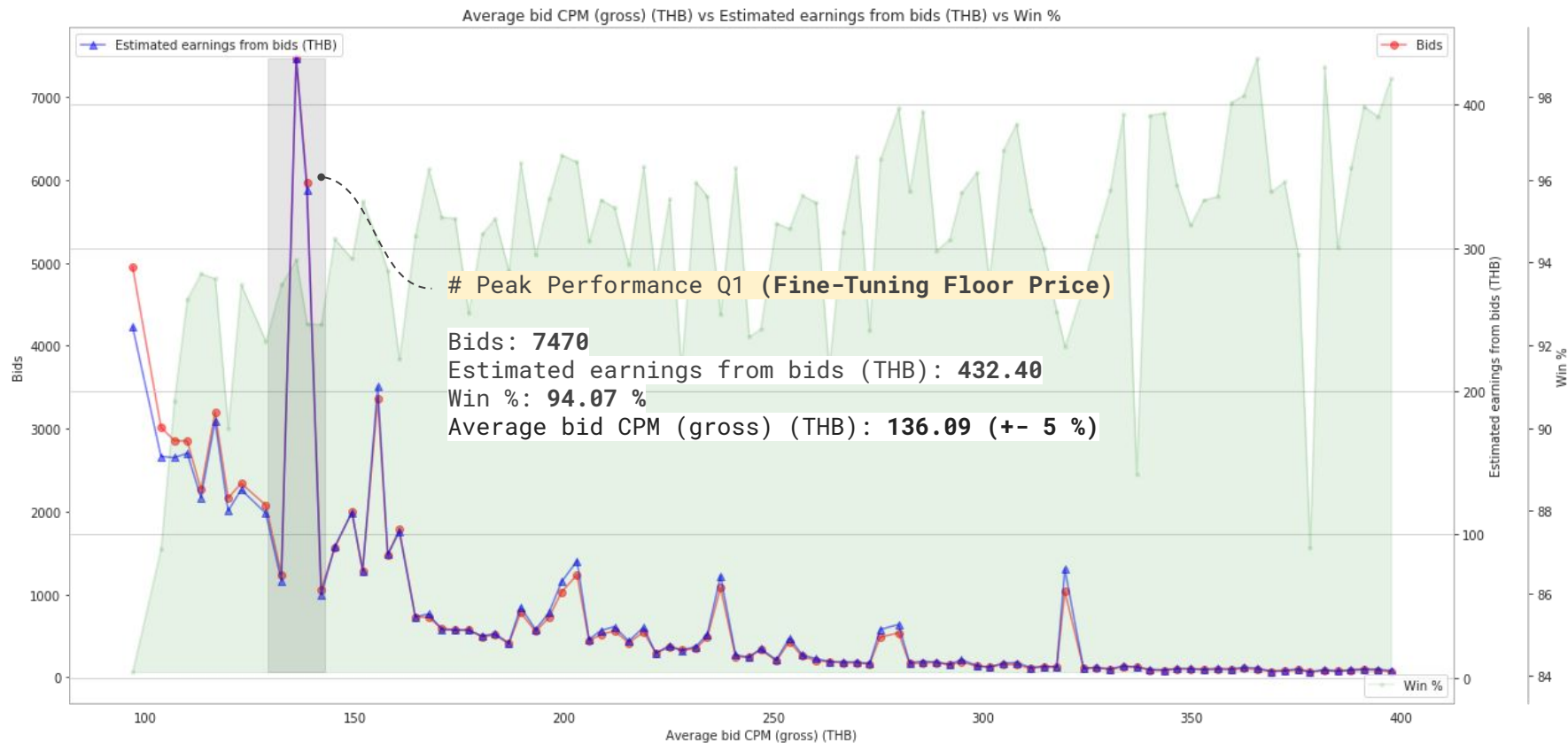
based on second price auction



based on second price auction



based on second price auction 30 days ago (all branded advertiser)



based on second price auction 7 days ago

(all branded top 5 advertisers) # Floor Price \$2.00

THB 127.63 - THB 130.82

Advertisers	Winning bid CPM (gross) (THB)	Close CPM (THB)
Accor Group	130.73	63.82
Catcha Group	128.65	63.82
Huawei Technologies	128.40	63.82
Rocket Internet	130.73	63.82
Skyscanner	128.85	63.82

THB 130.82 - THB 134.02

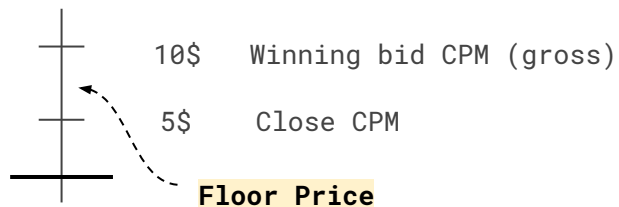
Advertisers	Winning bid CPM (gross) (THB)	Close CPM (THB)
Accor Group	133.54	63.82
Aekyung Group	132.13	63.82
Air France-KLM Group	133.66	63.82
BCD Holdings	131.78	63.82
IAC	132.61	63.82

THB 134.02 - THB 137.21

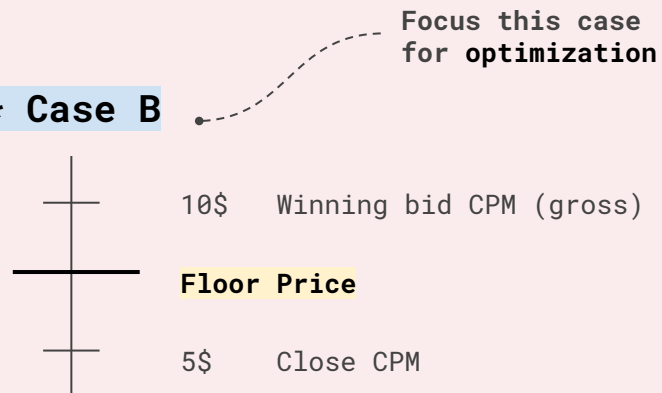
Advertisers \	Winning bid CPM (gross) (THB)	Close CPM (THB)
JTB	136.15	63.82
Krungsri Bank	134.21	63.82
ONYX Hospitality Group	134.30	64.84
Informations Systems Audit & Control Assoc, Inc	135.77	108.62
BCD Holdings	136.27	63.82

Concept

based on second price auction

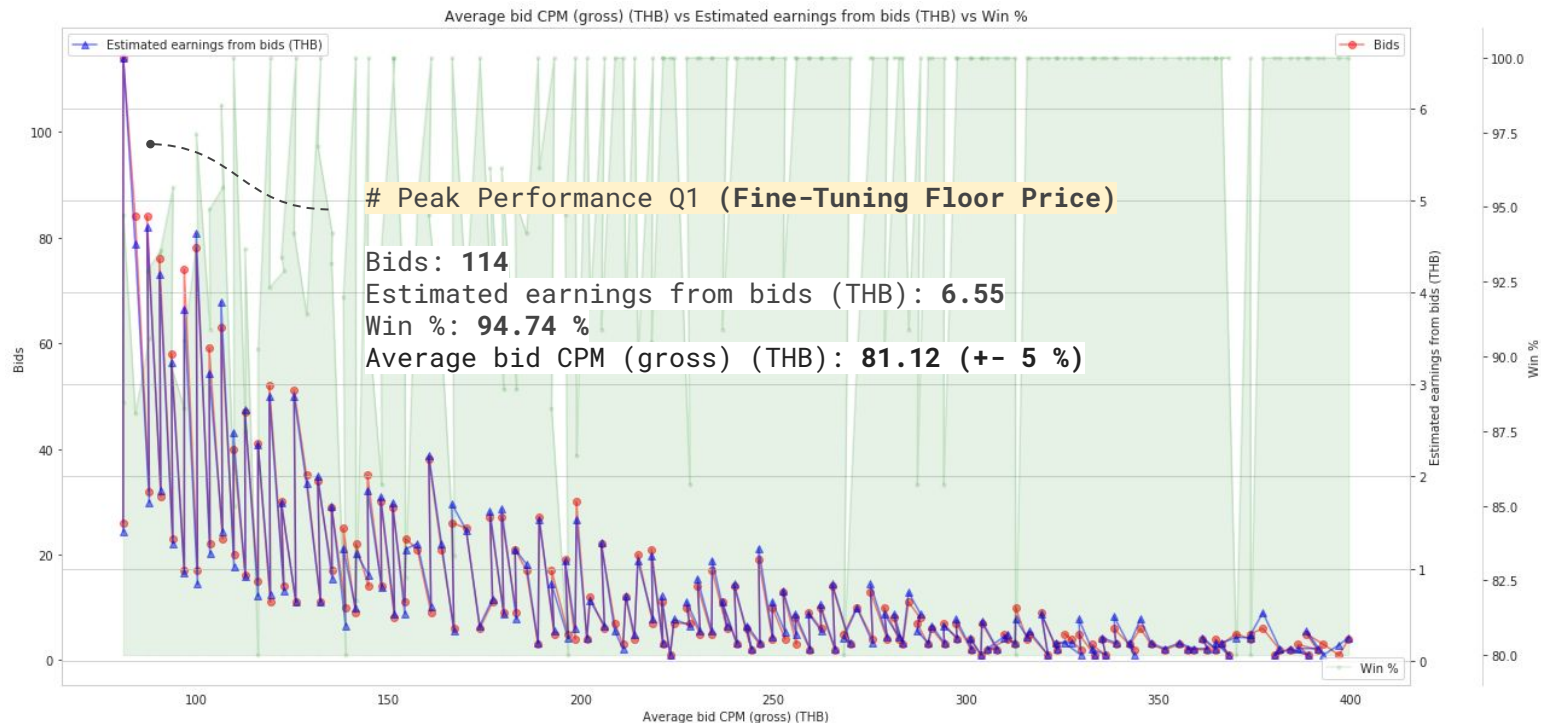
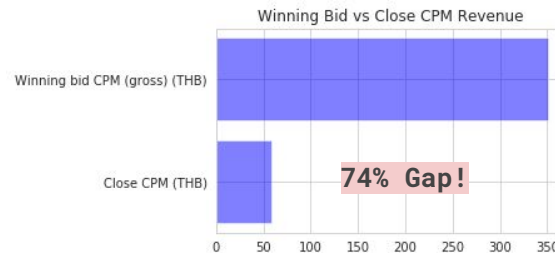


* Case B



Opportunities

based on second price auction 30 days ago (True)



Opportunities

✕ Open auction pricing rule: Topcomment2_local



Custom targeting

✓ All custom key-values



Rules for targeted inventory

☒ Set pricing and blocking for everyone

☐ Set pricing and blocking for specific buyers, advertisers, or brands ?

Any buyer, advertiser, or brand

Pricing and blocking ?

☒ Set floor prices
The lowest winning bid must be at least as high as the floor price

☐ Set target CPMs ?
Floor prices are dynamic but average CPM over time targets the chosen CPM

Branded

☐ Blocked

☒ Allowed \$ 2.00

Semi-transparent

☒ Blocked

☐ Allowed

Anonymous

☐ Blocked

☒ Allowed \$ 1.50

Set floor price for specific advertisers

Data

RTB Advertising (OpenRTB 3.0)
Ad Exchanges

Real-time
Historical

<http://macroart.net/2013/06/doubleclick-for-publishers-dfp/>

<https://www.monetizemore.com/blog/ad-exchange-price-floors-optimization-tips/>