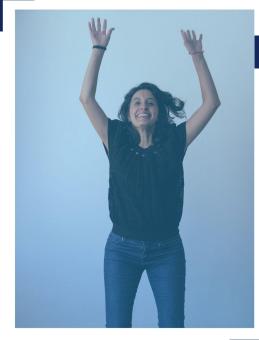




Best performing websites in ad tech

Paula Garaventa



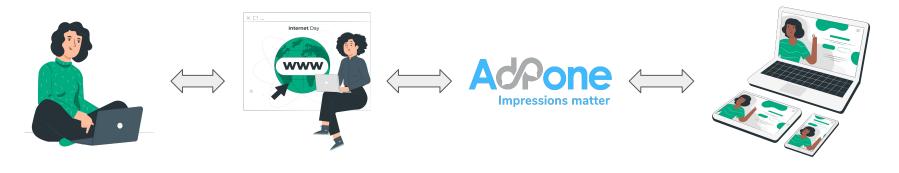
About me

- Sociologist
- Research group: Argumentative-semantic of social conflict
- In constant movement
- Living abroad since 2017
- Data Analytics Manager



Ad tech startup with in-house technology to achieve high performance.

How display ads work?



User Publisher Advertiser/ agencies

Adpone buys advertising impressions from several websites and sells them through different platforms to advertisers or agencies.

When a user opens a website = 1 impression

Goal

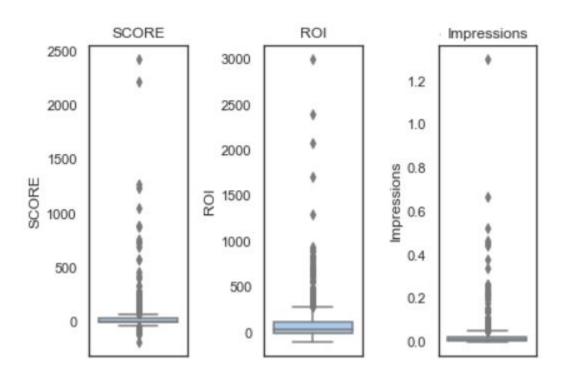
Identify and extract the parameters and profile of the best websites we work with, to explore more opportunities with them and also search for websites with similar characteristics.

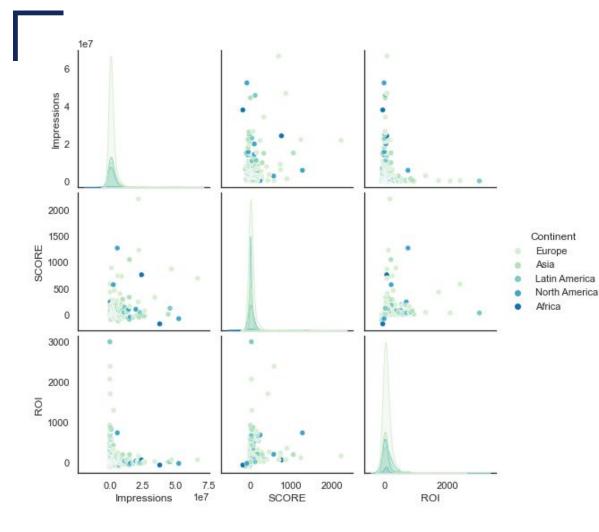


Dataset

- Data: February 2021
- 832 websites
- Main features:
 - o ROI
 - SCORE = Profitability
 - Impressions = total amountpurchased from websites
 - Verticals
 - Countries

Dataset - first approach





Dataset first approach

Weak positive correlation between SCORE and Impressions (0.55) and almost non-existent between SCORE and ROI (0.20)

Europe is the continent with the highest amount of values (53%).

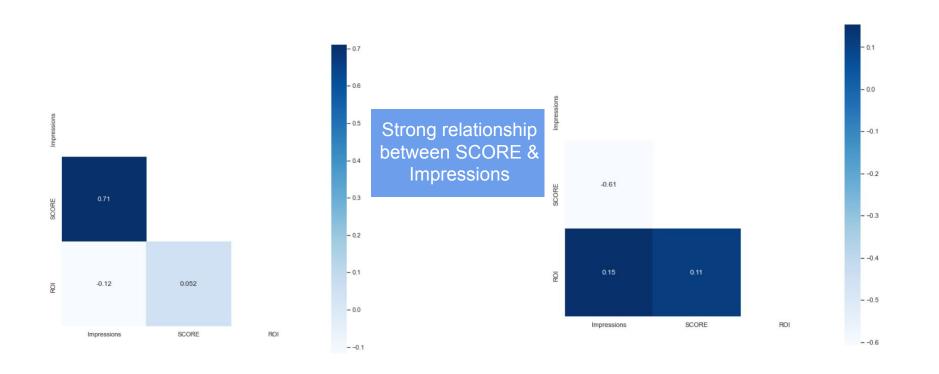
Dataset - Groups

Premium

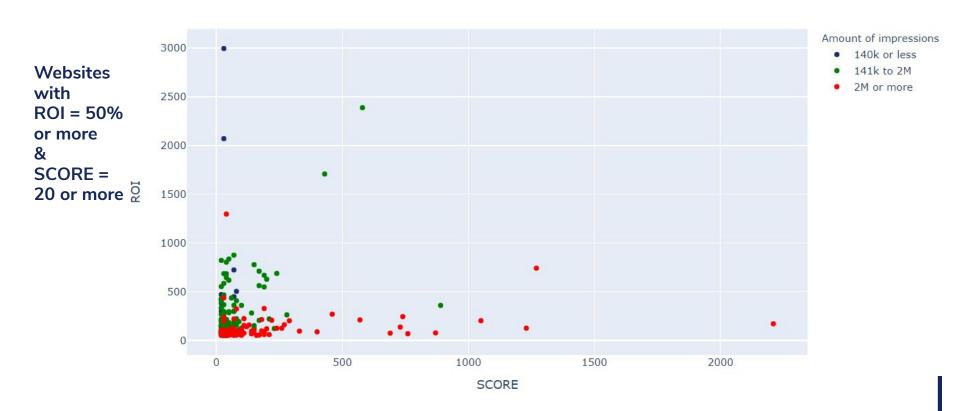
Low performance

Websites with: ROI = 50% or more & SCORE = 20 or more

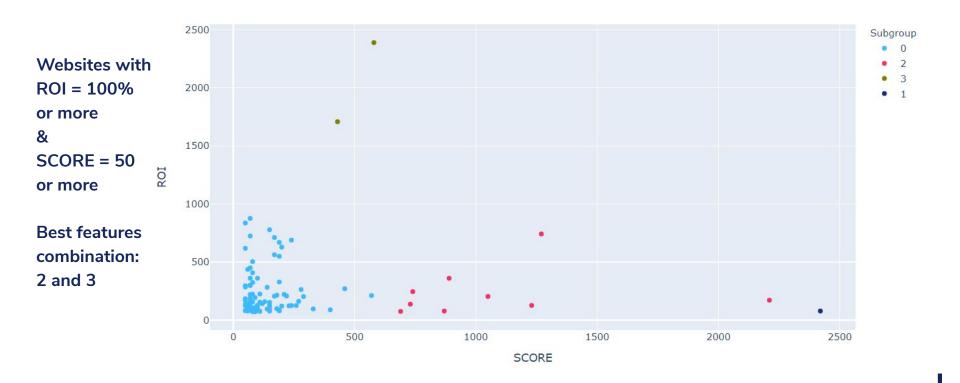
Websites with ROI= -0.1% or less & SCORE= -1 or less



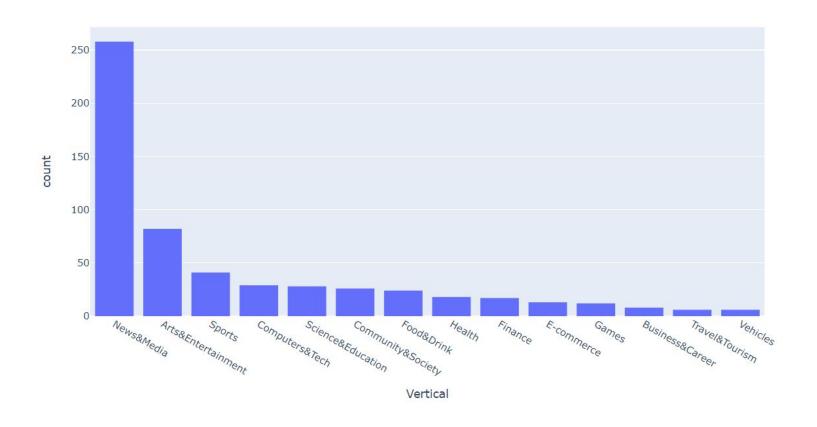
Premium group



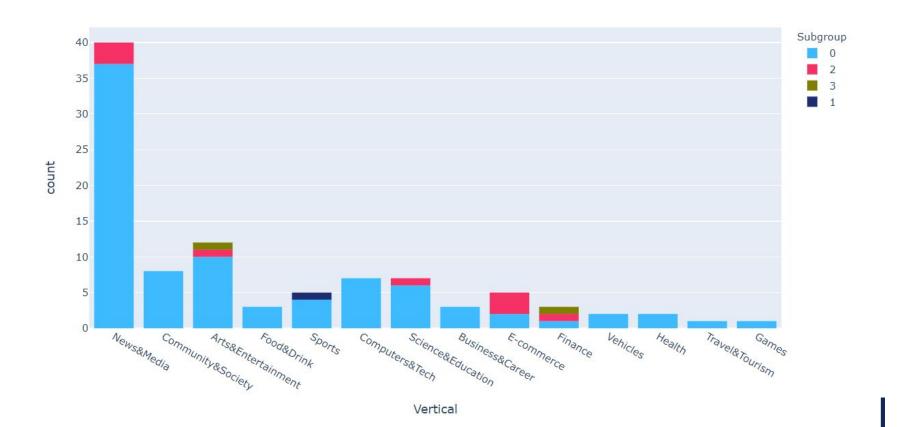
Premium - Subgroups



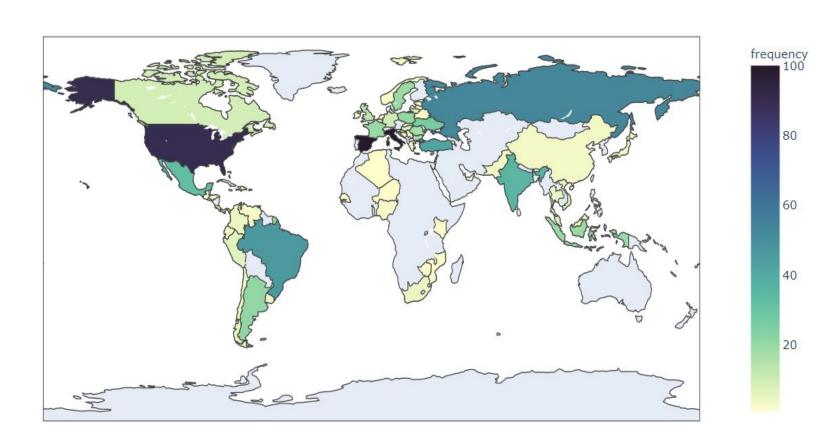




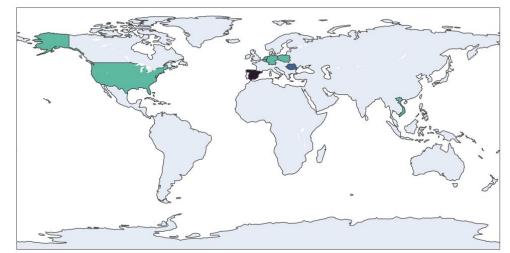
Verticals Premium subgroups

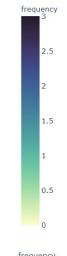


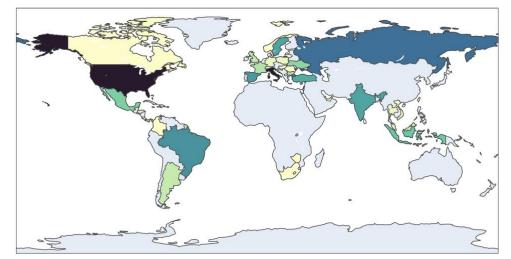
Areas of operation

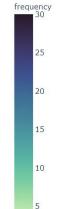


Premium subgroups 1, 2 & 3









Low performance group

Summary

- High correlation between SCORE and Impressions in both groups.
- Best websites to work with are the ones with high ROI,
 high SCORE and not so high Impressions.
- Best verticals: Finance, E-commerce, Science & Education and Arts & Entertainment.
- Not always the high income countries are the best to work with.

