Adssets DCO

Bringing new revenue streams to Finland's largest media group

GOAL

As Finland's largest media group, Sanoma stay ahead of the curve by assessing the **latest ad technologies and utilizing them to create new revenue streams**. Sanoma's goal was to **revolutionise their display advertising offering** to their clients and go from just static display to also **reaping the fruits of dynamic content optimisation (DCO).**

SOLUTION

By using Adssets' proprietary DCO technology and array of carefully-customised ad templates, Sanoma rolled-out dynamic advertising allowing their clients to deliver a **more personalised, more engaging and creatively more versatile message to ad readers.** Thousands of versions of a single ad message were delivered to ad readers via dynamic ad campaigns, based on real time factors such as:

Audience	**Context**	**Location**	**Dynamic retargeting**
Where the display of a product in an ad varies, based on the audience's demographic, lifestyle, household etc.	Where the content of the ad varies based on the context (i.e. subject) of the article that an ad audience expresses interest in.	Where the content of the ad varies based on the audience's physical location. Delivering geo-driven greetings or the nearest store address.	Where the ads shown are based on previously viewed products as a visitor on the advertiser's website.

RESULTS

+ **Over 11x uplift in Engagement and up to 50 % uplift in CTR** for DCO ads compared to randomly selected non-DCO ads.

+ **Thousands of Euro in savings in material production.** Product info and creatives were fetched automatically from advertisers e-shops and re-used dynamically in the ad.

+ **Easily brought the entire product range and inventory** of an online store into an ad, at the click of a button.

+ Product availability was **accurately and automatically updated based on availability in real time instead of manually.**

+ **Easy to set up** whether the advertiser was DCO-ready or lacked a traditionally 'proper' feed.

+ **Expedited and facilitated campaign 'go live'** - and easily **converted that ad it into a long-term-running** campaign that remained relevant to a given ad user.

+ Combined DCO with Adssets **CTR Optimizer tool to optimize banners further** - the tool automatically optimised and re-ordered the priority order in which **products are displayed based on most popular product being shown first.**