MEDIA_MATH and Half Dome Digital Collaborate to Help BetEasy Measure their Marketing More Seamlessly and Transparently

BACKGROUND
MediaMath has built an independent, multichannel, integrated DSP which clients can easily run and manage their marketing campaigns on as well as measure the effects on true business outcomes. Part of our mission is to create a 100 percent accountable and addressable supply chain by the end of 2020. We want to help clients reclaim powerful results from their digital advertising. Where most brands struggle to extract business impact from topline performance metrics, we want to help them measure their marketing more seamlessly and transparently.

OBJECTIVE
Cost-per-acquisition and click-through rates can tell a marketer how well a single channel is performing. But they don’t tell a marketer how media is affecting their business’s bottom line. To do that, a brand must be able to test the incrementality of their advertising efforts.

In an effort to gain more insight into the programmatic activity being run in MediaMath’s TerminalOne DSP, BetEasy asked their agency Half Dome Digital to assess the incremental revenue they were driving.

SOLUTION
MediaMath and Half Dome Digital partnered to design an approach to understand how influential BetEasy’s marketing efforts are on driving incremental revenue from new consumers, weeding out the consumers who would have naturally converted.

The MediaMath Engagement and Analytics teams collaborated to design a test-and-control methodology using MediaMath’s feature Adaptive Segments. This feature creates dynamic audiences that automatically adjust targeting based on real-time changes of customer/consumer behavior and exposure to marketing. Adaptive Segments structure complex segment expressions composed of site/app data, offline data, impressions, clicks and other events—all while adhering to custom frequency and recency settings.

By creating test-and-control Adaptive Segments, Half Dome Digital traders seamlessly excluded a small portion of BetEasy’s audience from their programmatic display and mobile activity running through MediaMath’s DSP. The MediaMath Analytics team provided weekly reporting to measure the incremental response rate and revenue from users exposed to programmatic advertising versus those who were not exposed.
RESULTS

The incremental lift seen from BetEasy’s programmatic activity included:

- A more than 6x increase in site/app visitation rate for users who saw a programmatic ad vs. users who did not
- BetEasy members exposed to programmatic ads bet at double the rate of members who did not see an ad

Half Dome Digital visualized this data for BetEasy’s regular management meetings in which the true value to the business was clearly demonstrated. This has encouraged BetEasy’s senior leadership to confidently increase programmatic investment. MediaMath, Half Dome Digital and BetEasy are now focusing on delivering this same analysis for additional channels including connected TV.

“Operating in a performance-driven digital marketing team, it was important to be able to measure the incremental uplift in conversions seen from our programmatic campaigns. This was made possible by MediaMath and Half Dome Digital and has since become integral in both strategic decisions as well as week-to-week campaign optimisation and reporting.”

CHRISTJAN THOMPSON
Digital Media Specialist at BetEasy

“Partnering with MediaMath for the BetEasy programmatic activity and sophistication of the brand uplift work has been invaluable to us. It has provided customisable insight into what effect our digital marketing activity was having on users who were exposed to our advertising compared to those that were not. Leveraging this data, we have been able to drive measurable increases in active users whilst optimising between sports for maximum incremental impact.”

ELIOT THOMPSON
Display, Video & Audio Lead at Half Dome Digital