

Havas Digital uses DoubleClick data to drive better results for clients



About Havas Digital

- www.havasdigital.com
- Operates from 54 cities in 40 countries
- The holding company that manages all of Havas Media's interactive operations, Havas Digital offers interactive media and mobile advertising networks, a creative digital network, a specialized CRM solution in Portugal and digital strategy services in France.

Goals

- To get fresh, detailed data to fuel the proprietary computer system Artemis
- To deliver powerful insights to help enterprises target and optimize digital advertising campaigns

Approach

- Use the daily data transfer solution from DoubleClick for Advertisers
- Perform detailed analytics and conversion attribution with Artemis
- With insights gained, advise clients on how to target and optimize digital campaigns

Results

- Numerous Fortune 100 enterprises gain ongoing strategic insights
- Havas Digital clients continuously improve their digital campaign performance

For more than 10 years, Havas Digital has used DoubleClick services to help deliver and tweak hundreds of online advertising campaigns.

The worldwide group of agencies under the Havas Digital banner uses many services from DoubleClick, including DoubleClick for Advertisers (DFA) and the data transfer solution that feeds Havas' powerful in-house digital marketing decision support and optimization system, called Artemis.

Artemis is Havas Digital's proprietary digital campaign management and optimization system that enables users to collect and evaluate data to gain a better understanding of advertising campaign performance. The system helps marketers optimize digital campaigns through insights into consumer behavior such as website visits, search clicks, banner or video exposures. Artemis also matches digital exposure data with website sales and customer lifetime value metrics.

DoubleClick's data transfers power some of Artemis' most advanced solutions, providing marketers with fresh insights that far outpace run-of-the-mill metrics like clickthrough and conversion rates.

The global success of Havas Digital is driven by its ability to provide strategic insights that optimize advertising campaigns. And many of these insights flow from Artemis, which combines unique data integration capabilities and high-speed data-processing with integrated statistical analysis and custom algorithms based on years of digital experience.

The best data available

With DoubleClick's data transfer solution, selected DoubleClick ad server log files are available every morning for download by clients. These files contain the best data available to help analyze online consumer behavior, including detailed information on an advertiser's impressions, clicks or conversions (or Spotlight events).

After this data is fed into Artemis, seasoned analysts from Havas use Artemis' automated Advanced Reports to help optimize the media spend for hundreds of name-brand advertisers.

Often this involves making recommendations on tricky issues like optimal ad reach and frequency, streamlining the conversion process, attribution weighting for search vs. display, and syncing up numerous channels of online and offline advertising.

Optimizing the reach and frequency of online ads improves the results of any campaign. For example, a major retailer operating in five countries was looking to optimize its conversions.

Artemis produced a frequency optimization report that showed two to five exposures were generating the best conversion rates for this retailer. By precisely controlling exposure frequency, the retailer boosted conversions by 27 percent while lowering costs by 13 percent.

About DoubleClick for Advertisers

DoubleClick for Advertisers (DFA) is an ad management and ad serving solution that can help you manage the entire scope of your digital advertising program: media planning, trafficking, targeting, serving, optimization and reporting. With DFA, advertisers and agencies can streamline normally time-consuming tasks associated with the trafficking workflow, enjoy consistent measurement across all digital campaigns and gain insight into campaign effectiveness thanks to robust reporting and analytics tools.

For more information, visit www.doubleclick.com



"DoubleClick's data transfer solution enables Havas Digital to deliver unique campaign insights and optimization to marketers."
— **Katrin Ribant, Director of Artemis for Havas Digital**

With further guidance from Artemis, Havas Digital went on to implement frequency capping for every other campaign for this advertiser.

Streamlining the conversion process can help e-commerce advertisers remove any friction that can slow down sales.

One January, an American travel advertiser noticed a major slow-down in week-on-week campaign performance. Teams from Havas Digital quickly analyzed the advertiser's website, from the landing through sales confirmation pages. Their conclusion: A site redesign had introduced an unfriendly step that had some buyers slamming on the brakes. After removing this step, conversion rates bounced back to the usual level the next week.

Attribution weighting for search and display assigns a fraction of each conversion to each previous exposure from each channel. While promising precise attribution, this demands extremely well-tuned business logic.

One prominent telecommunications advertiser in Europe had two similar products to promote. Havas Digital recommended adding display ads to the mix for one product, and testing it against search only for the other. Both products were similar, even sharing some common search terms.

Tracking both campaigns with attribution weighting from Artemis turned up a significant finding: Prospects exposed to display banners had 32 percent higher conversion levels than those exposed to search alone. After optimizing the campaigns for two months, Havas Digital lowered the CPA by 18 percent and still hit the advertiser's sales targets.

Syncing up online and offline advertising can really get campaigns firing on all cylinders. For example, one European insurance firm was curious about the effectiveness of its offline advertising.

Artemis revealed that running morning ads on the radio generated a consistent bump in search clicks within two hours. Using this insight, the advertiser revved up its paid search in sync with its morning radio spots and saw a 36 percent spurt in ROI.

With minute-by-minute data integrated from multiple channels – search, display, mobile, buzz, e-mail, offline and DRTV – Artemis helps marketers get all their campaigns running in top gear.

Global scale and support

With operations in 54 cities around the world, Havas Digital is there for its clients, wherever they are. And DoubleClick is there too, checking in regularly to ensure that Havas Digital has all the fresh, top-quality data it needs. DoubleClick also operates a dedicated network for Havas Digital in Asia Pacific and dedicated custom networks for several clients.

"Our long-lasting relationship with DoubleClick has enabled us to offer the marketplace a truly differentiated service with data-driven decision support at its core," says Anthony Rhind, Havas Digital Global co-CEO. "The combination of highly granular data from DoubleClick and powerful analysis from Artemis helps us to put solid business results at the heart of our clients' digital campaigns."

With high-octane data from DoubleClick fueling the powerful engine of Artemis, this partnership is delivering strategic insights and great results to advertisers around the world.

