

CASE STUDY: LOG-LEVEL DATA

HOW GOODWAY GROUP TURNED NEW INSIGHTS INTO ROI

Goodway Group utilized PubMatic's log level data toolset to significantly optimize ROI, performance, and omnichannel scale for a national manufacturer of heavy equipment for residential, construction and agricultural needs.

CHALLENGES

Goodway Group was successfully driving potential customers to a manufacturing company with retail locations throughout the United States. However, the customer markets were small due to the specialized nature of the product and it appeared that reach and conversion volume had been maximized. The agency wanted to bring an advanced technology solution to amplify existing human and algorithmic optimization tools.

SOLUTION

Goodway Group sought to understand auction dynamics, optimize advertiser ROI, and gain deeper insights into their auction strategy. Through a consultative partnership, PubMatic helped to identify additional custom fields to enhance auction performance. Goodway Group began ingesting PubMatic's SSP log level data, which captured supply side win and loss records for all of their bidding activity on the exchange.

In addition to the win/loss signal, this data also provided metrics relating to performance, auction dynamics, and reasons for losses. The data gave Goodway Group transparency into their bidding strategy that they would not have otherwise been able to access.

Goodway Group found that on a channel and tactic basis, acting on this data enabled them to bid more intelligently, close the gap needed to win auctions, and reduce unnecessary losses. They drove incremental performance for their client, allocated media dollars more intelligently, and ultimately improved ROI in each of their markets. Given these results, Goodway Group is using PubMatic's log level data for other advertiser clients.

“ Incorporating PubMatic's log data into our algorithmic suite, RealValue®, allows us to bring new benefits to each of our clients. This ensures that we are not only bidding on the most optimal impressions, but that we are also bidding as efficiently and effectively as possible. After testing many options, to date PubMatic has provided the most robust log files on the market, and we are assessing more data fields to be included as we grow our longstanding partnership. ”

ANDREA KWIATEK
STRATEGIC PARTNERSHIPS MANAGER
GOODWAY GROUP

SUCCESS BY THE NUMBERS

28%

Reduction in CPA

111%

Increase in Purchased Impressions

46%

Reduction in CPM