

**MASS EXCHANGE VALUE PLANNER  
INCREASES CAMPAIGN PERFORMANCE BY 33%**



## Value Planner Summary

Value Planner from MASS Exchange provides dashboards and metrics that score and rank inventory sources for media buyers and planners. Value Planner enables users to quickly identify the inventory sources that are performing and where to direct future spend.

To reach intended audiences, media buyers and planners need to procure media from a wide variety of sources. Even focusing on a handful of publishers (e.g., Google, AOL, Microsoft, and The Weather Company) usually means choosing from hundreds of open and private inventory sources for each target audience.

Value Planner’s dashboard guides buyers with clear metrics that score the ROI of each source and audience target in a way that’s tailored to the specific KPIs, making it clear what to turn on, turn off, bid up, bid down, increase or decrease budget for each inventory source.

## Benefits

A planner’s main job is “how can I buy better next time?” Knowing how previous purchases performed is only one side of the coin. Knowing where to move non-performing budget is the other. Value Planner identifies what works so you can buy more and what doesn’t so you can buy less.

## Our Approach

Value Planner algorithms are powered by user-specified performance goals and real user data to score each inventory source and audience target. Value Planner enables users to filter by audience target, inventory sources, insertion order, campaign, advertiser and publisher, generating a comparison across sources and audience targets in a user-friendly dashboard.

## PMP Dashboard

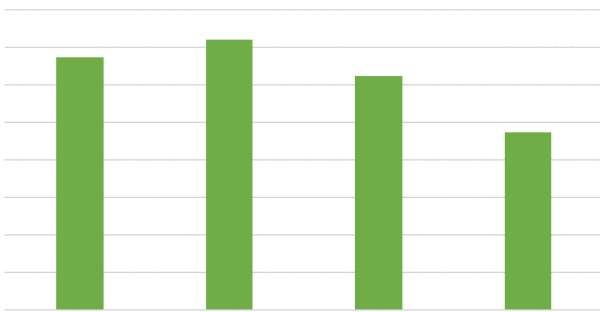
	Audience Index Score	Viewability Score	Post View Conversion Score	Viewability Bid Propensity Score	Viewability Conversion Bid Propensity Score
AOL_ROS_Standard	● 3	● 1	● 3	● 1	● 1
CBS Interactive_RON_Standard	● 2	● 2	● 2	● 3	● 3
Microsoft_Travel - Travel Enthusiasts_Standard	● 3	● 1	● 3	● 2	● 2
Beauty & Fashion-Hearst ALL Divisions   Always On   DBM Google   RON   Standard Display	● 3	● 3	● 3	● 3	● 3
MSN_Outlook	● 3	● 1	● 1	● 2	● 1
Health & Home-Always-On_RealEstate_Realtor.com_Move	● 2	● 3	● 2	● 2	● 2
Auto-Always-On_Auto_Edmunds	● 1	● 3	● 1	● 3	● 2
Turner_RON_Standard	● 3	● 1	● 3	● 1	● 3
MSN_Homepage_Prefered	● 3	● 1	● 3	● 3	● 3
Weather_High Click_Standard	● 2	● 3	● 2	● 3	● 3
Local Media Consortium McClatchy Newspapers RON 728x90 ATF	● 1	● 3	● 3	● 1	● 3
Expedia_RON_Standard	● 3	● 1	● 2	● 3	● 3
AOL_Homepage_First Look	● 2	● 1	● 1	● 2	● 2
Kohl's_ROS_Standard	● 2	● 3	● 3	● 1	● 3
News & Magazines-*Always On* Time Inc. Desktop Standard Private Auction	● 2	● 2	● 3	● 3	● 3

## Open Exchange Dashboard

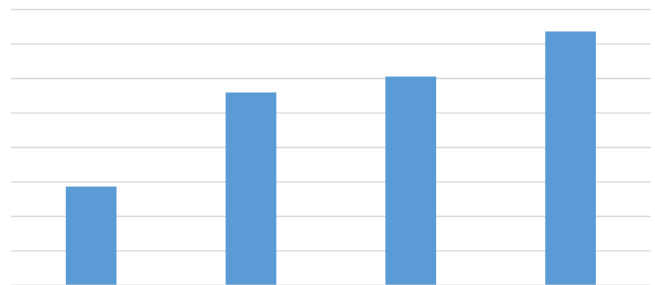
	Clickability Score	Post Click + Post View Conversion Score	Clickability Bid Propensity Score	Clickability Conversion Bid Propensity Score	Total Spend	Cost Per Conversion	Conversions	Funnel Optimality score
xbid-adaptv	3	3	3	3	\$0.00	\$0.00	0	3
xbid-admeta	3	2	1	1	\$64.16	\$64.16	1	3
xbid-adtech	1	1	1	1	\$970.87	\$11.42	85	1
xbid-adx	3	1	3	3	\$36,732.76	\$37.29	985	1
xbid-appnexus	1	3	2	3	\$6,366.35	\$144.69	44	1
xbid-bidswitch	2	2	2	2	\$1,938.96	\$80.79	24	2
xbid-brightroll	3	3	3	3	\$0.00	\$0.00	0	3
xbid-casale-media	2	3	3	3	\$3,262.87	\$112.51	29	3
xbid-contextweb	1	1	1	1	\$1,739.83	\$79.08	22	2
xbid-lijit	1	2	2	2	\$3,114.12	\$103.80	30	3
xbid-liverail	3	3	3	3	\$0.00	\$0.00	0	3
xbid-mopub	3	3	3	3	\$0.00	\$0.00	0	3

## Results

Greater than 33% decrease in eCPA



10% increase in the number of impressions leading to conversions



## Conclusions and actions

The results of this study are conclusive:

Value Planner's tailored bid analytics give advertisers and agencies a new approach to measuring ROI that uncovers which combinations of audience, inventory sources, and insertion order are under and over performing. Scoring media buys based on user-defined campaign KPIs delivers a new standard for optimization:

- ✓ Identify and reduce bids or budgets for audience and inventory combinations not performing for an insertion order, campaign, or advertiser.
- ✓ Identify audience and inventory combinations that are performing and can provide additional inventory if needed
- ✓ Calculate and increase bids or budgets for audience and inventory combinations that will replace non-performing spend.

## Contact

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