OpenX

OPENX + M&CSAATCHI MOBILE

How M&C Saatchi Mobile used programmatic mobile buying to improve multi-device campaign performance

M&CSAATCHI MOBILE

M&C Saatchi Mobile is a forward-thinking, mobile-first media agency with some of the brightest minds in the industry. M&C Saatchi Mobile takes pride in pushing the boundaries of what is possible.

In the spirit of progressive solutions, M&C Saatchi Mobile teamed with OpenX to test a multi-device buying strategy to improve campaign performance for a prominent tech client.

The Challenge

WHO A major consumer tech advertiser's suite of tools

WHAT This tech advertiser had previously run desktop-heavy campaigns, and hadn't seen comparable mobile results.

M&C Saatchi Mobile wanted to try something different: test the value of programmatic mobile web in a holistic, direct response conversion flow.

In addition, M&C Saatchi Mobile tested only high-quality, premium mobile inventory.

WHEN One month campaign flight

WHERE Exclusively through the OpenX Exchange

WHY To answer two questions:
What role, if any, does mobile web play as a touchpoint in the conversion funnel?
How does implementing mobile web impact overall campaign performance?

HOW We put desktop and mobile in a head-to-head competition.

M&C Saatchi Mobile ran one campaign with desktop-only targeting and a second campaign with mobile-only targeting. Each campaign was set up to receive roughly 50% of the budget. M&C Saatchi Mobile then tracked where the user was converting, based off ad server and device graph data.

The Results

80% HIGHER CONVERSIONS, DEVICE DIVERSITY

Mobile Targeting drove 80% more conversions than Desktop Targeting. Caveat: the vast majority of "last touches" for Mobile conversions occurred on Desktop devices.

Interestingly, Mobile Targeting yielded some tablet conversions as well, whereas Desktop Targeting only converted on desktop.

32% LOWER CPA

Mobile Targeting CPA was 32% lower than Desktop Targeting. Mobile had a stronger CTR and conversion rate.

27% HIGHER ROAS

Mobile Targeting ROAS was 27% higher than Desktop Targeting. Mobile Targeting ROAS was also 10% above benchmark.

OVERALL CAMPAIGN PERFORMANCE

Mobile was the more efficient tactic - nearly unprecedented for this campaign.

RPA (Revenue per Acquisition) indicates how valuable a converter is: Desktop drove a 17% higher RPA than mobile, indicating that desktop and mobile targeting must work in unison to create an overall lift in campaign performance.

Takeaways for Buyers

1. Mobile serves as an efficient first touch with mid to lower funnel targeting, especially when paired with premium inventory.

2. Buying mobile inventory increases ROAS and drives conversion lift.

3. Cross-device user targeting can be extremely effective, as mobile and desktop each have different strengths.

4. Buying through a high-quality marketplace is imperative to reaching an audience that converts.