

DoubleClick for Publishers (DFP) Small Business provides Capital.gr with a scalable and reliable ad serving solution



About Capital.gr

- Athens, Greece
- Online financial publishing pioneer

Goals

- Streamline ad management to boost efficiency and maximise revenue

Approach

- Served 60% of ad impressions via DFP Small Business
- Used DFP Small Business to manage directly sold ads
- Optimised campaigns through on-the-spot reporting features
- Monitored inventory availability through granular forecasting

Results

- 95% of business revenue is from online advertising
- Avoided extra costs in server upgrades or third party commercial platforms
- Gained access to real-time statistics on campaigns
- Experienced reliable service with no significant downtime
- Underpinned sales packages with the benefits of Google reliability

Overview

A pioneer in financial publishing on the Greek internet, Capital.gr has had an online presence since 1998. Capital.gr is a free, advertising-supported website featuring up-to-the-minute business news, stock quotes, analysis, commentary and investment tracking tools. The site has an estimated 850,000 unique visitors per month, 30,000 newsletter subscribers and almost 15,000 forum members. It attracts a premium audience made up of users with exceptional education levels and buying power.

Turn up the volume

With 95% of Capital.gr's revenue coming from online advertising, it's vital that the company constantly streamline its ad management in order to produce the most efficient and profitable results possible. After years of continued growth, Capital.gr faced a challenge. "Our existing infrastructure was not capable of delivering millions of impressions every day without constant monitoring, upgrades, debugging and instabilities," explains Pamela Marinou, the company's manager of online ad operations.

"Initially we were serving ads through software that we had created from scratch, tailor-made to our needs. After that we adopted an open source solution," she says. But then one of the company's programmers suggested a new way forward: DoubleClick for Publishers (DFP) Small Business. DFP Small Business is Google's free hosted ad serving solution that can help a company to manage its growing online advertising business. "When the traffic of the site became extremely high we chose to use DFP Small Business in parallel to reduce the load on our servers."

The fact that DFP Small Business was free was part of its appeal. "This was an important factor because we could not afford to pay a platform for every page request in Capital.gr." It offered performance advantages over other solutions too. "In choosing the Google infrastructure we were sure that we could stop worrying about scalability, speed and reliability. We had such issues with the previous ad server and in peak times we were facing problems displaying banners in a timely manner."

Getting down to business

A comprehensive ad management solution, DFP Small Business provides a robust toolkit to help Capital.gr maximise its advertising opportunities and revenue. It combines a simple interface and workflow with a robust feature set.

DFP Small Business enables smooth trafficking so Capital.gr can control when, where and to whom ads appear. Built-in targeting makes it possible to target ads based on a user's geography, bandwidth, browser, browser language, operating system and domain. Meanwhile, advanced granular forecasting features make it easy to confirm inventory availability.

What's more, Pamela's team can upload creatives using image, Flash, rich media, and third-party tags, then preview any type of creative exactly as it will appear on the website before it's live. "The ability to open each creative in your site is a nice feature, and furthermore the number of impressions and clicks shown beside the creative is very helpful for monitoring the campaigns easily without looking at the reports. In addition, you can see the daily statistics the same day and not the next day, so you are able to handle your campaigns much better." Pamela emphasises that the easy access to current statistics is one of the most useful features. "I really enjoy knowing exactly the number of impressions of a creative, because in our job there is a need for quick facts. I find it perfect to know in one glance everything for each campaign."

All this comes without the need to install software or maintain additional hardware. DFP Small Business is powered by Google's reliable infrastructure, so Capital.gr has seamless access to Google's suite of ad serving solutions and a modern API to meet their needs as they continue to grow.

"With DFP Small Business we stopped worrying about scalability, speed and reliability in our ad serving infrastructure, and we avoided extra costs for server upgrades or a third party commercial platform."

—Pamela Marinou, Manager of Online Ad Operations, Capital.gr

With immediate effect

Capital.gr is now serving 60% of its ad impressions through DFP Small Business, and the solution has alleviated the issues that had previously concerned Pamela and her team. "We stopped worrying about scalability, speed and reliability in our ad serving infrastructure. We avoided having extra costs for server upgrades or using a third party commercial platform."

Because it entails no ad serving, hosting, maintenance or bandwidth costs, DFP Small Business is good news for the company's bottom line, and it has produced benefits for Capital.gr's advertisers and sales team too. "It is important for us to assure our clients that they will have access to real-time statistics on their campaigns," Pamela explains. "It is also important to let them know that the impressions and clicks of their campaign will be monitored by a trustworthy third party vendor like Google."

