

## Managing High Growth Online Advertising across Ireland's Largest web site, Daft.ie

### The company:

Daft Media is one of Ireland's largest online media groups. Its flagship title, Daft.ie, is Ireland's busiest property web site. In 2007, over €60 billion worth of Irish property for sale was listed on the web site which represented over 90% of all the houses sold that year. The latest audited report from ABC Electronic (April 2008) shows traffic of 75 million page impressions and 974,595 unique users.

### The interview:

Anne Marie Boyhan, Online Marketing Manager, Daft.ie

### Q. Why is online advertising important to you and what led you to the decision to review it and invest?

Every company now thinks about their online strategy, where to advertise and how to go about it. So for us it was critical that our web site had the best technology to support this part of our business. With almost one million people looking at our site every month, advertisers on Daft.ie are getting access to an audience that rivals primetime television. We wanted a reliable platform to help us manage client expectations and provide better value from their advertising campaigns. The decision to invest was based on the more strategic focus ADTECH allowed us to offer our clients.

### Q. What were you looking for? Key criteria?

We determined the solution had to provide high quality inventory management, produce independent reporting, accurately forecast available space and deliver the ads professionally and quickly. We wanted to be well respected by the industry and needed an external product to ensure there could be no question over our data - it's independent of us. Aside from the technology requirements, we also wanted a provider who could support us through implementation, migration and for ongoing support. No small task.

### Q. When did this process all start?

We started looking in January 2008 for the ideal solution - asking suppliers, publishers and customers for their recommendations. We shortlisted three providers - including ADTECH. After having demos via WebEX, looking at each product carefully against our criteria, we selected ADTECH's Helios IQ based on its technology strengths, customisable features and inventory management capabilities.

### Q. So what happened next? How was implementation?

Right from the outset, ADTECH bought into our requirements and understood them. They made the effort to visit us and discussed in great length migration, deployment and ongoing support.

### Business Challenge

- Implement a high end ad server to improve online advertising and support business growth.

### Solution

- Helios IQ from ADTECH

### Solution Benefits

- Inventory management  
- Traffic forecasting  
- Customisable and rich reporting features

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Helios IQ was implemented on the 1<sup>st</sup> May 2008 and we started using it immediately. The features and functions are easy to use and the inventory is transparent. The reporting tools are also impressive and far superior to other market offerings. You can see at a glance how campaigns are performing and provide visual reports - not just Excel spreadsheets - to clients.

**Q. What benefits other than technical features, if any, have you seen?**

Compared with May, June and July 2007, we saw a 12% increase in revenue growth for that period in 2008. We attribute that growth not only to the size of the online market increasing, but also to how we are able to manage our inventory much more effectively. We are fully aware of how much space we have available to sell - saving us both time and money.

Ad agencies and media buyers have also contacted us directly with positive feedback - especially with regard to the reports and advertising campaign delivery. This gives us further clout and credibility with them and encourages repeat sales and loyalty.

**Q. Does it require a lot of effort internally and from ADTECH?**

Actually no, we don't need a lot of support - but when we do, it's there for us. Our media sales and technical team find ADTECH are always friendly and quick to respond to requests.

Additionally Helios IQ enables us to free up time and lift our reliance on the Daft technical team. Prior to using ADTECH only the technical team could upload and implement campaigns but now the media sales team can do this and manage their own accounts directly. It enables them to be responsive, in control and to ultimately develop closer relationships with clients and agencies - and they can see at a glance what space is available.

**Q. What are your plans now and moving forwards?**

We're on track to grow our traffic, maintain that number 1 web site position and to dominate the online media space within our market. ADTECH helps us to manage our advertising more professionally and gives us greater credibility, which in turn helps us to achieve our goals.

**Q. What advice would you give someone looking for an ad server solution?**

Definitely use your industry contacts - speak with other publishers in your market and get feedback. Above all, look for and research trusted sources/suppliers, know your customers well and find a solution which has the features and benefits they require. Also make sure the solution is customisable - because every publisher is different and has different requirements.

Do give yourself plenty of time for planning, migration and deployment. Take a strategic, long term view, not a make do and hope approach. Think long term about how your site is growing, who the audiences are and what your ultimate goals are.

Lastly I'd say look out for the best personal approach - ADTECH were "real" people not just sales teams who are just looking to box shift. We appreciated the time they took to meet and talk with us and it's served us well in the long term.

And finally, make the right choice for your business and be prepared to work with providers - it's a two-way relationship - or it should be!

**Q. What do you think of ADTECH overall?**

We are very happy with them. The technology has improved relationships between us and our clients, meaning we're on track to grow the business. The continued support they provide stands us in good stead for the future. In one word; impressed!