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REVJET

CASE STUDY

Core Digital Media Standardizes on RevJet to Unlock Creativity, Innovation & Boost ROAS

RevJet selected to breathe new life into the creative optimization process via faster creative production and sophisticated segmentation

With a directive of driving digital advertising for industry powerhouses LowerMyBills, Policy Pilot, and others, Core Digital Media (CDM) is on a digital advertising mission: **drive quality leads at scale with maximum efficiency.**

As a performance marketing company, creative effectiveness is one of the most important levers CDM employs to achieve their goals, and they're always on the lookout for new ways to improve their advertising performance. According to Barry Forbes, Vice President of Marketing, CDM wanted an Ad Experience partner and platform able to meet three key criteria: "1) To make creative ideation more expansive, 2) to make creative production seamless, and 3) to make creative optimization more powerful."

"As the digital advertising ecosystem gets both more competitive and more consolidated, protecting our competitive advantage in creative optimization is very important," commented Forbes.

For over a decade, display advertising has remained a key focus for CDM, and although they had home-grown adequate tools, they were looking for ways to breathe new life into their creative optimization process – while enabling faster creative production and more sophisticated segmentation options.

After careful review and considering other technology partners, CDM chose RevJet's Ad Experience Platform because it met all of their key criteria.

25

25 experiments

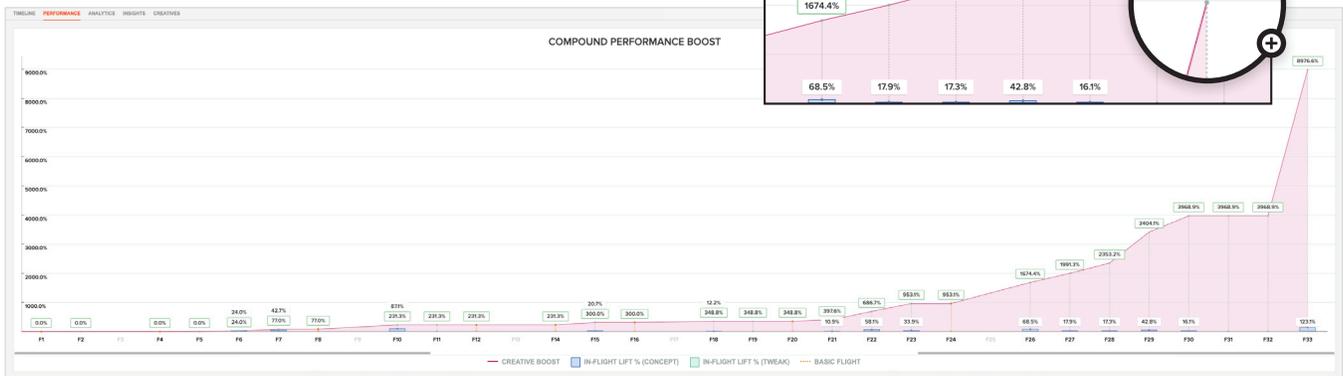
44%

Average in-flight lift

5

Adaptive creatives

COMPOUNDING PERFORMANCE IMPROVEMENTS



REVJET ANALYTICS WORKFLOW CREATIVE EXPERIENCES MEDIA AUDIENCE APPXCHANGE ADMIN

FLIGHT DECK

OVERVIEW

FLIGHTS DURING: All Time | SCOPE: All Items | CREATIVE UNIT: All | SIZE: All | FLIGHT STATUS: All | FLIGHT RESULTS: All | # OF EXPERIMENTS: All | FLIGHT TYPE: All | PROJECT: All | KEYWORD: All

EXPERIENCE GROUP VIEW | FLIGHT VIEW | **EXPERIMENT VIEW**

EXPERIMENTS / LEARNINGS					PERFORMANCE BOOST ON REVJET	
ALL EXPERIMENTS	LAUNCHED EXPERIMENTS	COMPLETED EXPERIMENTS	COMPLETED WITH LIFT	CONFIRMED LEARNINGS	AVG IN-FLIGHT LIFT	CREATIVE BOOST
41	41	34	23	168	44.0%	2081%

PAUSED CREATIVES

- June 16, 2020 - 7:51PM | PHASE 1: Challenger A Paused by Luz Sigman
 - PAUSED: Challenger A: -79.9% VS CONTROL
 - WINNING: CONTROL: +397% VS CHALLENGER A
- June 10, 2020 - 7:02PM | PHASE 6: Retro_DYKQLPSQR (D) Paused by RevJet
 - PAUSED: Retro_DYKQLPSQR (D): -55.8% VS 1538ICN3DBLUEMANPCH (E)
 - WINNING: 1530Icon3DBLueManPch (E): +126% VS RETRO_DYKQLPSQR (D)
- June 10, 2020 - 5:39AM | PHASE 3: SpeedSignSloDrkGm (C) Paused by Luz Sigman
 - PAUSED: SpeedSignSloDrkGm (C): -11.6%
 - WINNING: Control CONTROL: +13.1%

LAUNCHED CREATIVES

June 11, 2020 - 12:32AM | June 11, 2020 - 12:32AM

June 11, 2020 - 12:32AM | June 11, 2020 - 12:32AM

June 11, 2020 - 12:32AM | June 11, 2020 - 12:32AM

MAKING THE LEAP

Switching to a new advertising platform can seem daunting – and for good reason. Making the transition to a new platform can sometimes disrupt existing processes and threaten near-term goal attainment. To mitigate these concerns, CDM tapped RevJet’s Customer Success team to provide “white glove” onboarding services.

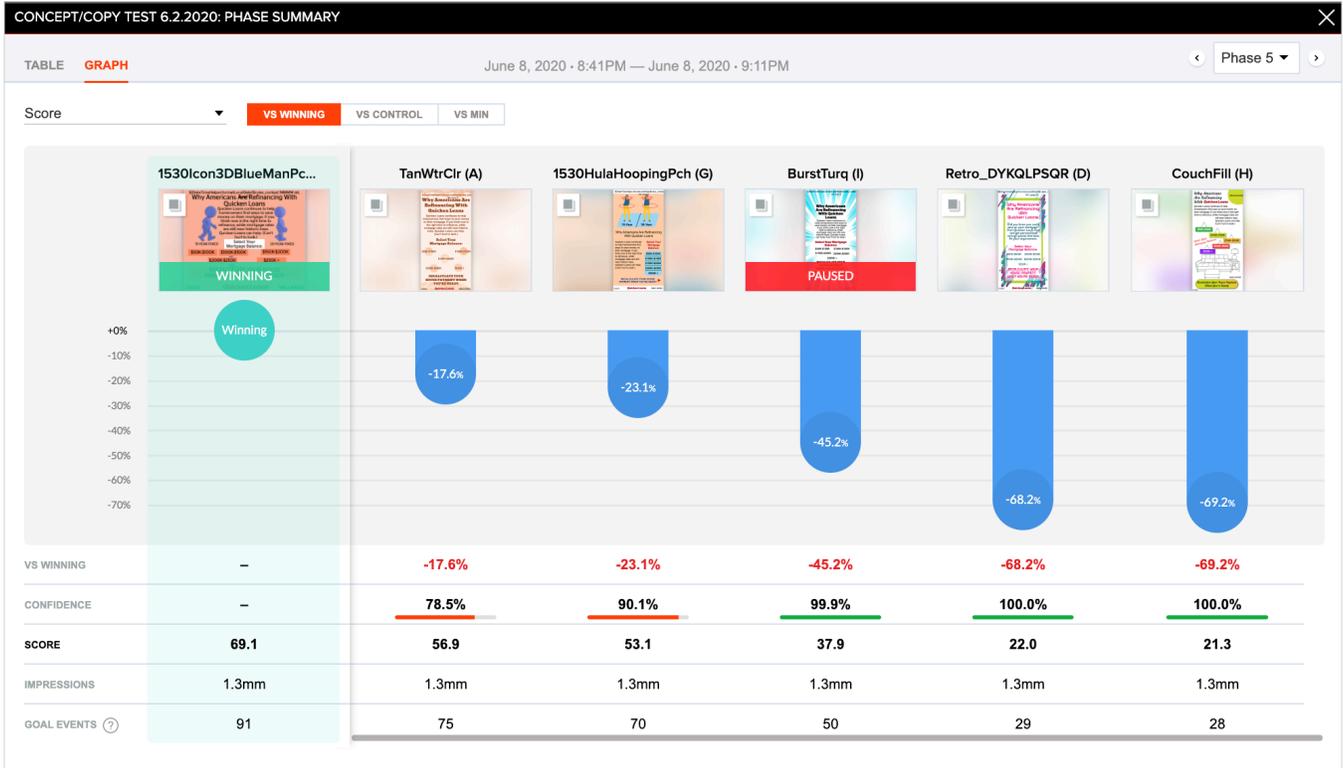
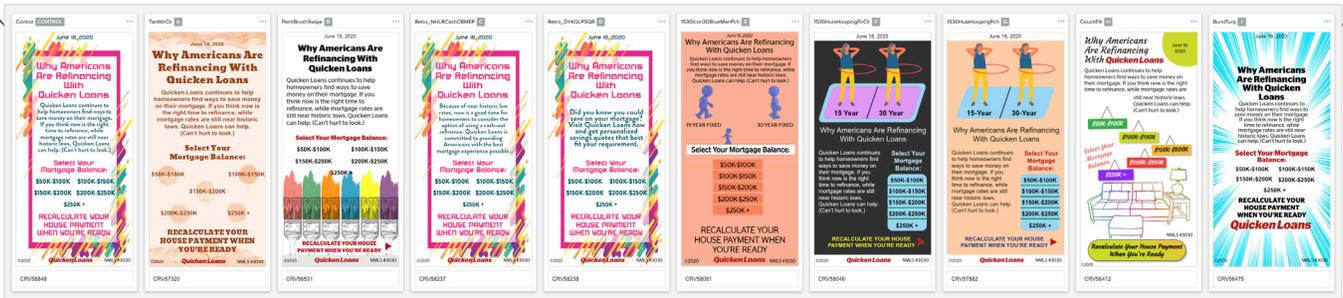
The screenshot displays the RevJet Flight Deck interface. At the top, there are navigation tabs: REVJET, ANALYTICS, WORKFLOW, CREATIVE, EXPERIENCES, MEDIA, AUDIENCE, and APPXCHANGE. The main header shows 'FLIGHT DECK' and a breadcrumb trail: OVERVIEW / LIST: ALL FLIGHTS / EG4923 - GOOGLE - MSQ (MEDIUM VOLUME SIZES). Below this, there are tabs for TIMELINE, PERFORMANCE, ANALYTICS, INSIGHTS, and CREATIVES. The left sidebar contains an 'EXPERIENCE GROUP' section for 'EG4923 Google - MSQ (Medium Volume ...)' with a 'Performance Boost on RevJet' of 7292%. It also lists 'AVG IN-FLIGHT LIFT' as 38.1% and provides a 'Data' summary: 33 flights, 135 creatives, 871.7mm impressions, 4.9mm clicks, 0.560% CTR, 33.6k conversions, and 0.689% convy%. The main content area shows a 'COMPLETED' flight #32, 'EXPERIMENT #24', 'CONCEPT #24'. Key performance metrics include: 8.0d duration, 18.5mm impressions, 1.961% CTR, 803 goal events, 0.221% goal events %, and a 5525% performance boost on RevJet. A timeline on the right lists experiments #25 through #18. The central area shows a 'FLIGHT COMPLETE: Winner Declared' for 'EXPERIMENT: CONCEPT/COPY TEST 6.2.2020' with a winner '1530Icon3DBLueManPch'. Below this, several phases are detailed: Phase 7 (stopped), Phase 6 (paused), Phase 4 (paused), and Phase 3 (paused), each showing performance changes like -55.8%, -44.5%, and +126%.

“RevJet created and organized a structured and thorough onboarding process,” said Forbes. “The RevJet team made it a priority to bring each CDM team up to speed and tackle any specific training they needed to accomplish their particular tasks. They were able to do this while not slowing down CDM members who were further along in the onboarding process. The RevJet support team was, and still is very responsive when we need any guidance or training.”

Going above and beyond is just a normal day at the office for RevJet’s Customer Success team. Often a new RevJet client may not be utilizing the latest protocols to optimize their creative. This is one of many places where RevJet will step in to bring customers up to speed. “From a creative design perspective, we didn’t have much HTML5 coding experience. The RevJet team stepped up and helped our designers develop html5 creative to take full advantage of the creative builder and all of its capabilities,” says Forbes.

UNLEASH CREATIVITY

“REVJET’S CREATIVE BUILDER HAS ALLOWED US TO BUILD CREATIVE FASTER AND TEST IDEAS THAT WERE NOT POSSIBLE BEFORE, SAYS FORBES.”



BENEFITS

CDM has benefited since adopting RevJet in numerous ways. There is better transparency among a wider set of teams working on creative optimization, trafficking has become easier in that all placements roll into one experiment, and with RevJet's reporting they're easily able to evaluate creative across a broad set of attributes, including device, browser and more. The move to RevJet has increased CDM's overall creative production bandwidth, inspiring new creative ideas. As a result of increased creative efficiency, CDM has been able to scale their display spend helping to diversify their media mix and drive overall improved performance.

"RevJet helped lead to creative wins that we very likely would not have had without it, due to the creative builder and some of its advanced capabilities," said Forbes, "RevJet allows more of the team to build their own creative, which reduces friction from idea to execution – and the optimization flexibility delivers everything we wanted."

INSIGHTFUL TRENDS



THE INSIGHTS HAVE ALSO BEEN HELPFUL FOR ALL TEAM MEMBERS TO QUICKLY SPOT CREATIVE TRENDS **WITH THE POSSIBILITY TO BE MORE SUCCESSFUL BY SERVING THE RIGHT CREATIVE TO THE RIGHT IMPRESSION.**

SHOW ME THE \$\$\$

"We've been able to significantly grow our display spend and efficiency while using RevJet, and we've directly attributed that success to creative wins we had in RevJet that we wouldn't have otherwise created," Forbes explains. "One creative win utilizing some of RevJet's dynamic creative features was one of the largest individual creative wins in years in our display channel."

SAVE ME TIME!

Since adoption of RevJet, CDM has seen a reduction in the amount of time spent producing, resizing, and optimizing creative – giving time back to their team members to think more creatively and develop new and innovative creative tests. CDM also saves time with RevJet by running multiple placements and sizes from one experiment – allowing more time for campaign managers to set up meaningful tests and to thoroughly analyze insights. Speaking of insights, for CDM’s LMB product, they discovered that specific creative concepts did well on certain ad sizes. CDM then set up an experience group that served those winning concepts to the sizes that performed well.

EMPLOYEE REACTION

Employee reaction to RevJet at CDM has been very positive. CDM team members love the ease and capabilities of RevJet’s creative builder, which among many advantages, facilitates the testing of a much larger realm of creative elements. Elements that were technically impossible to test until CDM started working in the RevJet platform. In the future CDM plans to build innovative ways of using data that comes from RevJet to serve the best-performing creative to more granularly targeted segments. They also appreciate the constant support they receive from the RevJet team members. “RevJet’s onboarding team is knowledgeable and diligent, and they speak the same performance marketing language as us which very much helps,” said Forbes.

IN THE END - A NEW BEGINNING

“RevJet is a powerful platform,” said Forbes, “and their team understands the importance and power of making great creatives and the impact it can have on any performance marketing group. RevJet helps unlock the creativity and innovation of our marketing team.”