

AdJuggler Tailors Ad Network Platform for Create Reach And Its Gamers Channel Of 100+ Gaming Sites

"Customized features, service, value, and scale. For a specialized network like gaming, a vanilla approach to managing advertisers for marketers and publishers isn't good enough. AdJuggler is a proven solution and has continued to earn my business."

CEO, Create Reach

Overview

Create Reach is a digital media company that engages consumers based on their interests. Online gaming is now the number one activity on the Internet with over 80 million monthly gamers. Create Reach's "CR Games" channel, (formerly Gamers Media) comprises more than 100 gaming sites across the world. CR Games boasts nearly 48 million monthly unique visitors, serving more than 150 million ad impressions. Founded in 2007, New Jersey-based Create Reach helps advertisers reach consumers interested in their products or services, while the consumer is in the relevant state of mind.

Customer Objectives

Since Create Reach CR Games channel was formed, it has experienced very rapid growth. For the past two years, management has been aggregating a broad base of gaming audiences, yet its 24-month mission is to create a mega-network catering to the industry's continually evolving media formats, web platforms, and gaming consoles. "During the first growth phase, our success has been enabled by tools to simplify the on-boarding and management of new advertisers and game sites. Having quality targeting algorithms has also been important, since we've played a significant role in educating advertisers how to approach our publishers' communities, and how those publishers' monetize their unique users," says Jay Gould, founder and CEO of Create Reach. The next growth phase, however, will need to support even greater scale and sophistication. The management team prides itself on its prior experiences and expertise as pioneering publishers and advertising executives in digital media, yet executing its go-forward objectives will require even greater scalability, analytic sophistication, and custom integration from its strategic technology platform. "We're fortunate," adds Gould. "During the past recessionary quarters, the focus we've pursued, combined with the AdJuggler Network Solution's targeting algorithms and ease-of-use have enabled us to maintain and grow our CPM's and revenue." Create Reach had initially used less scalable digital advertising platforms for its network, as well as other leading alternatives that lacked the flexibility and support for Create Reach and its unique channels such as CR Games. Management required a true business partner, not just a technology vendor. And, AdJuggler continues to answer the call.

AdJuggler Solution

Since originally deployed for Create Reach in 2008, the AdJuggler Network Solution (ANS) has been tailored to support the unique operational requirements of a large ad network. Beyond the open configuration which enables unlimited advertisers, campaigns, and publishers, ANS provides a flexible architecture to extend and tailor capabilities needed to efficiently manage a sophisticated network.

In order to continue supporting the rapid growth of Create Reach, management highlighted a number of AdJuggler's key differentiators, as a technology service provider and digital media platform:

- **Robust API-Based Customization**
Create Reach operates a lean team focused on servicing mid- to long-tail advertiser and publisher relationships. As a result, management worked closely with AdJuggler to leverage its API (programming interface) to build customized advertiser portals, billing interfaces, and an overall experience branded for Create Reach and tailored for its customers.
- **Inventory-to-Audience Optimization**
Create Reach is a digital media company that engages consumers based on their interests, attitudes and behaviors toward selected advertising offers. ANS provides a critical data-mining capability for Create Reach to further hone its interest segmentation, understand advertiser returns, and improve overall eCPM pricing realization across its publisher base.
- **“Outsourced Technology Team”**
AdJuggler’s account management and development teams have implemented a number of specialized extensions to ANS for Create Reach, while providing dedicated 24/7 customer support. This level of support has reduced manual work-arounds and resource requirements. Equally important, ANS is tuned for global delivery, producing digital ads with zero latency.

Business Results

AdJuggler has enabled Create Reach and its CR Games channel to rapidly expand and serve its base of advertisers and publishers through a combination of proven features and automated processes. While Create Reach continues to attract consumer publishers in targeted segments, it has also improved its understanding of those consumer segments to attract and retain quality advertisers.

Notable success metrics (only CR Games noted) include the following:

- Active network of 48 million end-users across 100+ gaming publishers
- eCPM 15%-28% higher for premium advertiser segments, compared with selected publishers outside the network (2008-09 period)
- 40% year-over-year growth, yet only marginal growth in ad serving and management costs
- Currently supporting 150+ million impressions per month with objectives to surpass 5 billion by 2011

About AdJuggler Inc.

AdJuggler (www.ad juggler.com) develops and manages a leading SaaS-based digital ad serving and management platform. The AdJuggler® platform comprises unique solutions for advertisers, publishers, and networks, as well as a variety of ad operations and technology customization services. AdJuggler was founded in 1999 and boasts nearly 300 customers across all major global geographies. The company is headquartered in Alexandria, VA.

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