

AdJuggler Powers Digital IT Publisher DaniWeb To Greater Growth & Profits With AdJuggler® Publisher Solution

"AdJuggler has played a key role in DaniWeb's growth, thanks to its advanced audience targeting technology, ease of use and great customer service."

Founder and Managing Officer, DaniWeb.com

Overview

DaniWeb.com® is one of the largest and premiere on-line publications for IT professionals. With more than a half a million registered members, the site is a booming community of professionals across virtually every discipline of computing. Founded in 2005, New York-based DaniWeb.com serves as a dynamic and comprehensive resource for IT professionals of all skill levels seeking trusted business exchange, software development solutions, business and expert exchanges, and royalty free technical support.

Customer Objectives

As a result of the DaniWeb.com's exponential growth and the exceptional value its members and visitors bring to advertisers, DaniWeb.com offers advertisers a compelling opportunity to reach its engaged audience. Recognizing this value, the site sought to bring highly-targeted and relevant offerings to its visitors by opening its inventory to advertiser while maintaining its unparalleled user experience. Additionally, DaniWeb sought to increase online revenue and share of wallet by improving ad performance throughout its site. The IT site continues to enhance the value of its current inventory and further differentiate itself from the "run-of-the-mill" Web forums and discussion boards.

As membership and site traffic increased, DaniWeb quickly outgrew its original ad serving system, which provided only limited technology features, delivery performance, and customer support. When faced with this set of unique business challenges, the DaniWeb management team began to explore alternative enterprise-level ad serving and management solutions to support their targeting and optimizing objectives while also achieving full service "round the clock" client service. "We recognized at that point that our ad serving platform decision could make or break the next 24 months for us," states DaniWeb's Founder and Managing Officer. AdJuggler® Publisher Solution (APS) was the best fit and best value.

AdJuggler Solution

Utilizing AdJuggler's tailored implementation methodology and dedicated support team, DaniWeb.com began operating on AdJuggler in less than a day, implementing APS for numerous campaigns across its site.

Specifically, DaniWeb has benefited from the following AdJuggler capabilities:

- **Customized Segment Targeting**
DaniWeb uses AdJuggler's powerful category targeting feature to maximize the value of its inventory. The platform allows DaniWeb to segment and target site members and visitor based on their web site usage. By segmenting its user base and traffic, DaniWeb.com has improved

the relevance of its content, forums, and message boards, while realizing higher CPMs for its most valuable and unique audiences.

- **Inventory Optimization**

Improving its segmentation has subsequently enabled DaniWeb to more effectively match users with the most relevant advertising and improve advertiser yields. AdJuggler's real-time inventory management reporting helps DaniWeb forecast inventory 'outages' and how alternative ads should be reprioritized to maximize revenue.

- **Ease-Of-Use & Full Service**

DaniWeb has grown cost-effectively by partnering with AdJuggler to support its increased advertising volume and more sophisticated traffic management. AdJuggler's application is intuitive for inexperienced ad operations personnel, as well as the most sophisticated publisher. For DaniWeb, however, the differentiator is dedicated 24/7 support and the flexibility to extend the application for DaniWeb's business model.

Business Results

By using AdJuggler, DaniWeb has significantly grown its user and content business without a comparable growth in operating cost. It has improved the targeting and user profiling it offers advertisers, which has, in turn, increased advertiser yields and eCPMs. Through more sophisticated advertising management practices, DaniWeb has also linked its content strategy more in line with its advertising approach and better monetized all components of its user traffic.

Notable success metrics include the following:

- Active membership exceeds more than 600,000 with nearly 4 million unique visitors per month.
- Inventory value and eCPM exceed comparable IT forums by approximately 30%.
- Campaign volume and complexity has grown by a factor of 3X in the past 24 months with only a marginal increase in company operating expense.
- Impression volumes will exceed 350 million in 2009, representing a broad base of advertisers and network inventory and an ever-growing mix of media formats.

About AdJuggler Inc.

AdJuggler (www.adjuggler.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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