



## Core Offering

Our core offering is in providing our clients with strategic and ground level support for their Ad Server, Programmatic and Header Bidding set up and optimization, as well as ongoing plug and play Ad Operations support for their direct sales offering and Audience Extension. We have successfully supported companies such as *The Princeton Review*, *Praetorian Digital*, *Bodybuilding.com*, *Healthline.com*, *Tripping.com*, *Sojern*, *Tune in*, *Farmjournal.com*, *OLX International*, *Military.com* and a host of others, assisting in delivering over \$10M in Programmatic revenue in 2018.

## Key Services

- ❖ 360 degree evaluation of media operations
- ❖ Ad technology recommendation, implementation and support
- ❖ Data management and audience extension strategy and implementation
- ❖ Full service ad ops support
- ❖ Desktop and mobile app header bidding implementation and support

## How we work

*Discovery:* In this phase we take the time to review what a client currently has implemented and if it was done correctly. This usually relates to technical implementations such as ad servers and physical code, but can also cover vendor contract review and resource audits. The benefit to clients is that it always results in a reduction of implementation costs (~20% on average). In addition, we do provide the client a written deliverable in the case where they want to perform the implementation themselves.

*Implementation:* In this phase we implement the approved strategy. We work with internal teams and systems to ensure our work is compliant across the property as well as with external vendors to ensure that the client gets the best possible rates.

*Support:* Post implementation, we offer full service ongoing support across all areas. In essence, we become your top to bottom monetization team. This ranges from simple trafficking, to yield optimization, to internal trainings and board presentations.

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## How we are different

- ❖ We work for the client, not the vendor – We do not take a % of your revenue nor do we take any type of vendor pay out. Plain and simple, we want our recommendations to not only make you the most money but also allow for the best user experience
- ❖ Complete Ad Ops - CDG provides executive level guidance in addition to ground level support, allowing CDG to become your ad ops department. Not just trafficking
- ❖ Educate and Mentor – With over 50 years of combined experience, we help companies become self sufficient through parallel support and training programs
- ❖ Beyond the task – We aren't just executors, we are advisers. If something does not look right, we will advise
- ❖ US based account management

## Case Studies

### **Client: Praetorian Digital**

### **Project: Programmatic implementation, Ad Server Migration, Yield Optimization and Buy side strategy**

*Business Problem:* The client had been using a legacy ad server and had limited knowledge of the Programmatic eco system. Our objective was short-term augmentation to their existing ad server and implementation of DFP to create immediate revenue gain. This was to be achieved while setting the stage for a full migration to DFP. This integration included monetization of Desktop, Data Management, Mobile Web, Mobile App and Video.

*Solution:* CDG developed and implemented a bridge strategy that leveraged DFP's technology without disrupting the client's current direct sold campaigns. In addition, CDG negotiated optimal demand side partner contracts and implemented new programmatic partners in order to maximum yield. In parallel, CDG planned out a full migration to DFP, providing a seamless transition of the client's direct sold campaigns. Lastly, CDG implemented Trade Desk with process and sales training for Audience Extension.

*Result:* Bridge strategy lead to a ~60% increase in revenue in the first 90 days and 117% revenue growth, year over year. CDG developed and executed a full migration of the business to DFP, with on going trafficking support, saving the client over \$100,000 in a single year due to reduced headcount needs.

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**Client: BodyBuilding.com**

**Project: Programmatic implementation, Yield Optimization and Audience Extension Program Implementation**

*Business Problem:* The client, the ecommerce leader in sport nutrition supplements, had traditionally been opposed to monetizing their content inventory programmatically due to fears of competition and user backlash. In addition, the client desired to harvest and leverage user data to provide their Direct sales team with the ability to target users across the web with both BB.com media as well as brand media.

*Solution:* CDG developed and implemented a holistic programmatic solution across Desktop, Mobile, Video and App to monetize unsold inventory via curated programmatic partners while allowing BB.com to remain competitive within their primary ecommerce business. In addition, CDG vetted and has begun implementation of a standalone DMP (Data Management Platform) with the intent of leveraging user data against direct sold campaigns and marketing initiatives

*Result:* Programmatic revenue added ~\$1.8M in top line revenue with minimal internal resource requirements and no drop in ecommerce revenue. DMP implementation along with DSP and buy side strategy successfully launched in 2018.

## Management Bios



### **TJ Stalzer- Managing Partner, Product & Operations**

Prior to Ceres, TJ was VP, Operations at Technorati Media where he oversaw all sales and technical platform support teams relating to media delivery. Prior to Technorati Media, TJ held multiple positions at Monster Worldwide. His tenure began as Director of Product Management with Military.com, where he led product development related to lead generation efforts. TJ then served as Director, Advertising Operations, Europe, and then as Sr. Director, Lead Generation Operations, overseeing all lead generation operations for the US family of sites. Previous to Monster, he was Director of Advertising Operations for Kontera.com, where he developed and oversaw execution of all processes for the effective management of online advertising campaigns and support of the publisher network. TJ has a BA in Industrial Organizational Psychology from San Francisco State University.

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