

Allrecipes

Allrecipes introduces DoubleClick™ platform to streamline operations, drive revenue

For more than 13 years, Allrecipes.com has provided an online community for food and entertaining enthusiasts worldwide. Each month, between 9MM and 16MM unique visitors share and download recipes, reviews, photos and more, helping to make Allrecipes.com the fastest growing independent food website.

Managing the day-to-day ad operations on a site as busy and complex as Allrecipes.com presents challenges. “We’re always looking for operational efficiencies,” says Dan Dillinger, Director of Ad Operations at Allrecipes. “There used to be so many instances where we’d have to jump from system to system to system just to manage everyday operations.”

Today, Allrecipes employs DoubleClick solutions that integrate with the core DART™ for Publishers (DFP) platform. “We’ve been able to find systems that play together very nicely—such as Rich Media™ and DFP, and Ad Exchange™ and DFP—so we don’t have to waste time doing manual maintenance,” says Dillinger.

Fewer worries, more creativity

Allrecipes’ ad-serving solution begins with DFP, a comprehensive, hosted ad-serving platform that streamlines the company’s ad management functions.

Dillinger says he appreciates DFP’s reliability: “Uptime’s a nonissue. The product performs consistently in the way it’s prescribed, and it adheres to industry standards.” Perhaps most importantly, when questions and disputes arise, Dillinger has confidence in the accuracy of DFP reports. “We say to people, ‘When we give you a report that comes from our ad server, you can take it to the bank.’ We wouldn’t have that confidence if we had a homegrown solution,” he says.

DFP and its intuitive UI enables Allrecipes to save staff time and reduce costs through a more efficient workflow, including trafficking of a variety of rich media campaigns. The company also takes advantage of the comprehensive forecasting and detailed reporting functions to improve decision-making.



www.allrecipes.com

- Seattle, WA
- World’s largest social network of food and entertaining enthusiasts

Goals

- Streamline ad network management on one simple platform
- Maximize revenue from advertising inventory not sold via direct sales
- Integrate variety of solutions to optimize revenue and cost per thousand (CPMs)

Approach

- Leveraged DFP as a unified ad-serving platform
- Increased CPMs by selling inventory in DoubleClick Ad Exchange
- Integrated DART Adapt, Rich Media and DFP enhancements

Results

- Increased operational efficiency and CPMs
- Increased ad quality and control over ads
- Improved sales of broadly targeted media



The bottom line on DFP, says Dillinger, is this: “If you can lead with the best-of-breed ad-serving partner, then you can focus the rest of your energy and the rest of your media spend on building really creative programs that deliver results for your clients.”

Increasing CPMs

Three years ago, Allrecipes integrated DoubleClick Ad Exchange with DFP, in part because the two solutions are fully integrated. “With Ad Exchange, we knew we wouldn’t have to deal with wonky pass-back schemes or burn extra impressions due to accounting discrepancies or other pitfalls that come with working with premium behavioral networks,” says Dillinger.

Of course, the main reason for adding Ad Exchange was to boost revenue. Allrecipes achieved an immediate increase in CPMs, which have remained higher than those seen with the company’s network partners.

Ad Exchange offers sophisticated controls that allow Allrecipes to block ads, advertisers and even entire categories of unwanted ads. “Because so much of our revenue is built on premium business, where everything needs to be high-quality and high-touch, we really liked that Ad Exchange gives us a high degree of control,” says Dillinger. “We can choose which controls we want to use to protect the quality of our ads, and then we feel like we can set it and forget it, which saves us a lot of time and energy.”

Beyond the basics

Allrecipes uses a variety of additional DoubleClick tools that integrate easily with DFP and help to optimize performance and maximize revenues. “Once you have the bread and butter down,” says Dillinger, “then you can get creative and do some interesting things that help to differentiate the company and connect the brand with the consumer.”

One such solution is DART Adapt for Publishers, an advanced optimization tool that helps Allrecipes increase campaign performance for premium advertisers. The tool matches ads with the user segments most likely to respond, and enables Allrecipes to increase clicks and desired activities for premium advertisers.

Allrecipes uses another tool, DoubleClick Rich Media, to create page takeovers, widgets and other rich media formats and features. Working with the Rich Media team, Allrecipes is able to build ads and traffic campaigns more efficiently.

Dillinger says he’s been thrilled with DoubleClick support overall, and especially with the hands-on assistance his team has received from Rich Media. “We’ve been working with those guys long enough that we have the communication down and locked,” he says. “We really enjoy working with them, and they save us a lot of time.”

“If you can lead with the best-of-breed ad serving partner, then you can focus all your energy and resources on building really creative programs that deliver results for advertisers.”

Dan Dillinger

Director of Ad Operations

About DoubleClick

Google’s DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world’s top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, DoubleClick products help customers execute their digital media strategy more effectively.

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