

# Flixster

## Flixster gains efficiency and agility with upgrade to DoubleClick™ for Publishers

Flixster, the San Francisco-based company behind Flixster.com and RottenTomatoes.com, is the market leader for digital movie enthusiasts. Along with its two destination websites, Flixster also operates the leading movie applications on iPhone, Google TV, Android, Windows Phone and Blackberry. Each month, over 30 million people visit Flixster communities to post comments, read reviews and watch trailers.

As a user of DART™ for Publishers, Flixster closely tracked the evolution of the product after Google acquired DoubleClick. The company recently upgraded to DoubleClick for Publishers (DFP)—the next generation of DART for —and has realized benefits from DFP’s ability to simplify and optimize ad operations and help the business scale to newer formats and devices.

### Operational efficiencies reduce real costs

According to Billy Shipp, Flixster’s Director of Ad Operations, DFP embodies the Web 2.0 spirit of user-centered design. By incorporating design elements familiar to users of other Google applications, DFP allows new ad ops team members to get on board sooner, reducing training costs and enabling the business to scale faster.

The intuitive workflows in DFP simplify trafficking, reduce errors and increase user productivity. “The workflow enhancement is significant,” Billy says. “The fact that you can move directly from checking inventory for a line item, to adding that line item to an order, to creating additional line items for that order—that feels like a very natural process.”

Google’s infrastructure has also made DFP faster. “The overall speed of the interface has improved—the actual interface itself performs better and is more responsive,” he says.

### Optimization increases with agility

By harnessing Google’s processing power, DFP users benefit from quicker, more robust reporting across all data parameters. In addition, the reporting interface has been improved to provide easy access to data.



[www.flixster.com](http://www.flixster.com)

- Operates the world’s most popular digital platforms for movie enthusiasts
- Movies by Flixster available on iPhone, Google TV, Android, Windows Phone and Blackberry

### Goals

- Increase operational efficiencies
- Scale business to emerging platforms easily

### Approach

- Upgraded from DART for Publishers to
- DoubleClick for Publishers (DFP)
- Adopted DFP Video and DFP Mobile

### Results

- Increased productivity through integrated interfaces, simplified workflows
- Agile decision-making and improved optimization
- 40% reduction in time needed to manage video ad campaigns



"The upgraded platform really caters to the desire to select a few parameters and get instantaneous results," says Billy. "Having a reporting interface that provides results quickly is a great tool for enabling organizations to be agile in their decision-making processes."

### Sales planning improves with trustworthy forecasting

One of the key challenges in ad operations is being able to forecast accurately how much inventory will be available over a particular period of time. To address that issue, DFP's forecasting engine uses sophisticated algorithms to improve forecast accuracy and provide greater insights into the revenue impact of deals, allowing for better sales planning.

"I feel more comfortable using the inventory forecasts in DFP than I have with any other ad serving solution that I've used to date," Billy says. "Knowing that the inventory forecasts we get out of DFP are going to be accurate enables me to spend more time focusing on the future of the business."

### Campaigns scale easily across channels

Flixster's current focus is on strengthening its mobile and video channels. DFP integrates DoubleClick For Publishers Video and DoubleClick For Publishers Mobile in the same trafficking and reporting infrastructure. According to Billy, having a single interface to manage video, mobile and online inventory and campaigns gives his ad operations team the global view they need.

With DFP Video, Flixster is assured of a seamless video experience for the end user, and the company has been able to reduce time spent managing video campaigns by 40%. While Flixster is still in the process of migrating its complete inventory to DFP Mobile, Billy says he's impressed with the ability of the platform to accommodate changes and address his needs.

### Building for the future

Most importantly, Billy says that working with DFP gives him confidence. He knows that the product will continue to evolve right along with developments in digital advertising, and he strongly believes that he and his team have the right platform in place to build for the future.

*"It feels like the technology foundation for building the future of ad delivery has been laid. That really excites me—I feel like there's room to grow here."*

*—Billy Shipp, Director of Ad Operations, Flixster*

Over the course of his career, Billy has worked with a host of in-house and third-party ad serving platforms. He knew what he was looking for, and he said he found it with DFP, which he describes in three words: clean, simple, and intuitive.

### 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.

[www.doubleclick.com](http://www.doubleclick.com)