Teads

The Global Media Platform

Traffic Acquisition

Learn with Teads

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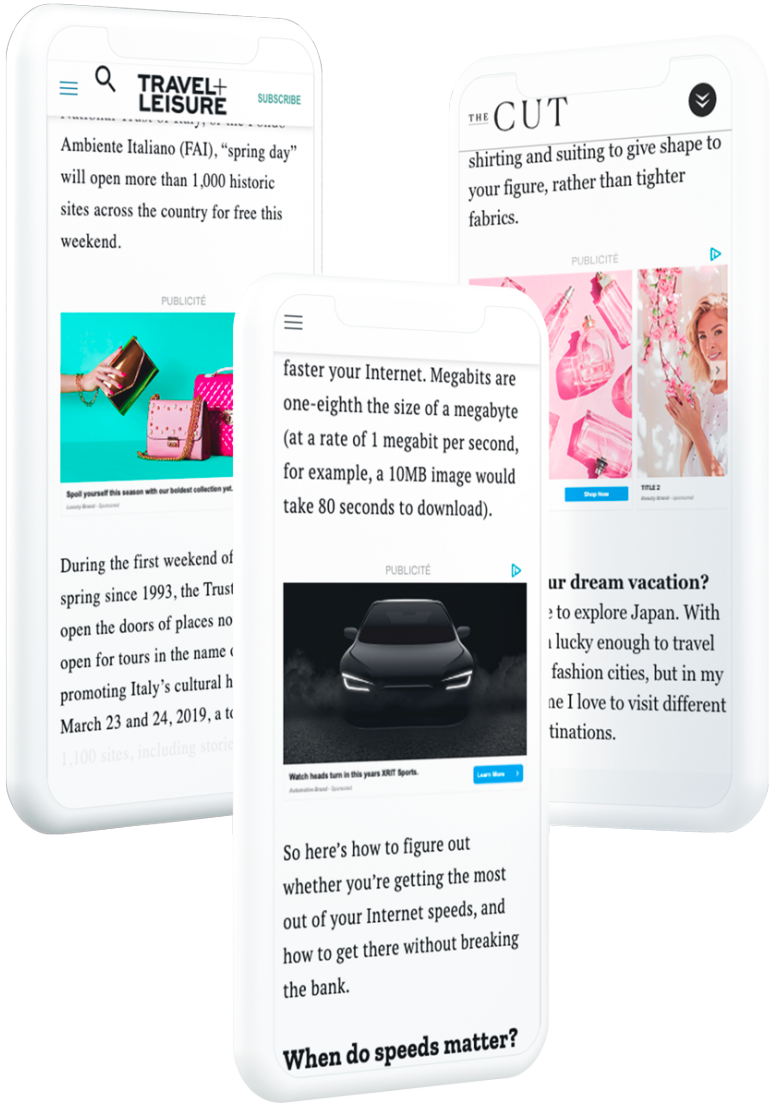
Global VP Performance Advertising



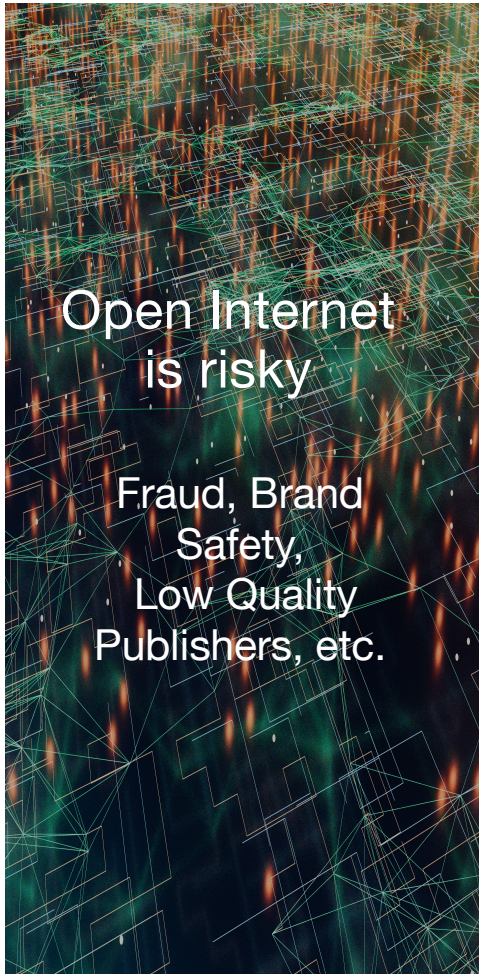
Summary

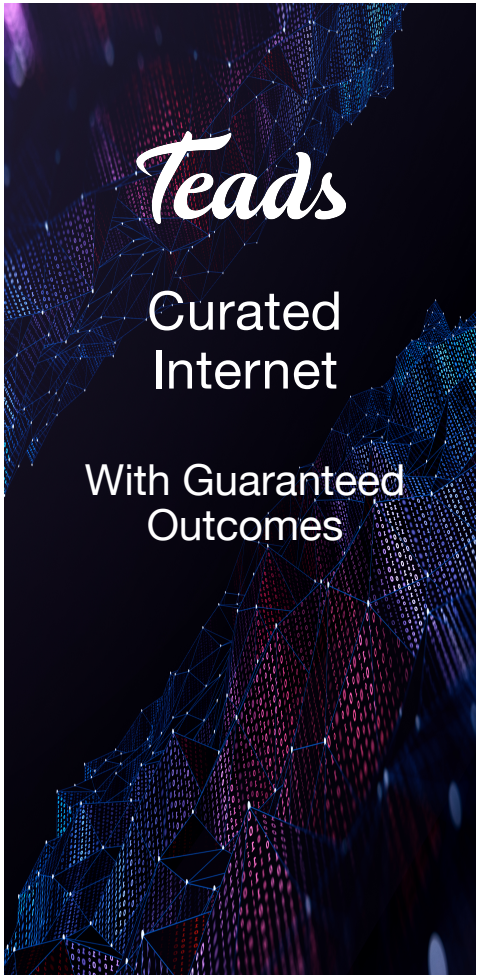
I. Market Challenges

II. KPIs that matter

III. Best Practices

Quality & Incrementality at scale remains a challenge





Source: comScore, Media Metrix, June 2019

Teads TRUE VISITS

Duplicated Inventory, leads to competing against yourself

Non-exclusive placement

Non-exclusivity publishers

Non-direct integration

Creative friction

No full stack technology

Non transparency or control

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Other challenges

Creative friction

No full stack technology

Non transparent

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CPC Traded Campaigns have **many imperfections**

Drop off between clicks & landing

50%

Paying for duplicated user clicks daily

10%

Buying the same user multiple times from multiple sources

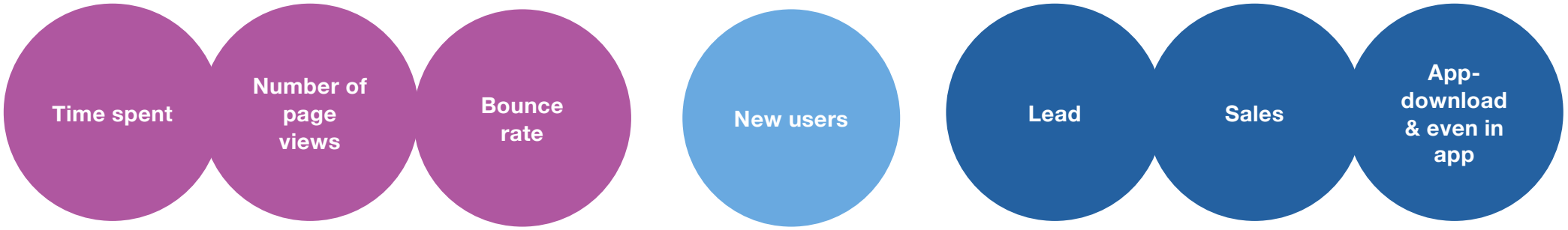
30%

Teads TRUE VISITS

Teads approach to those challenges

KPIs that matter

Let’s define the metric that matters



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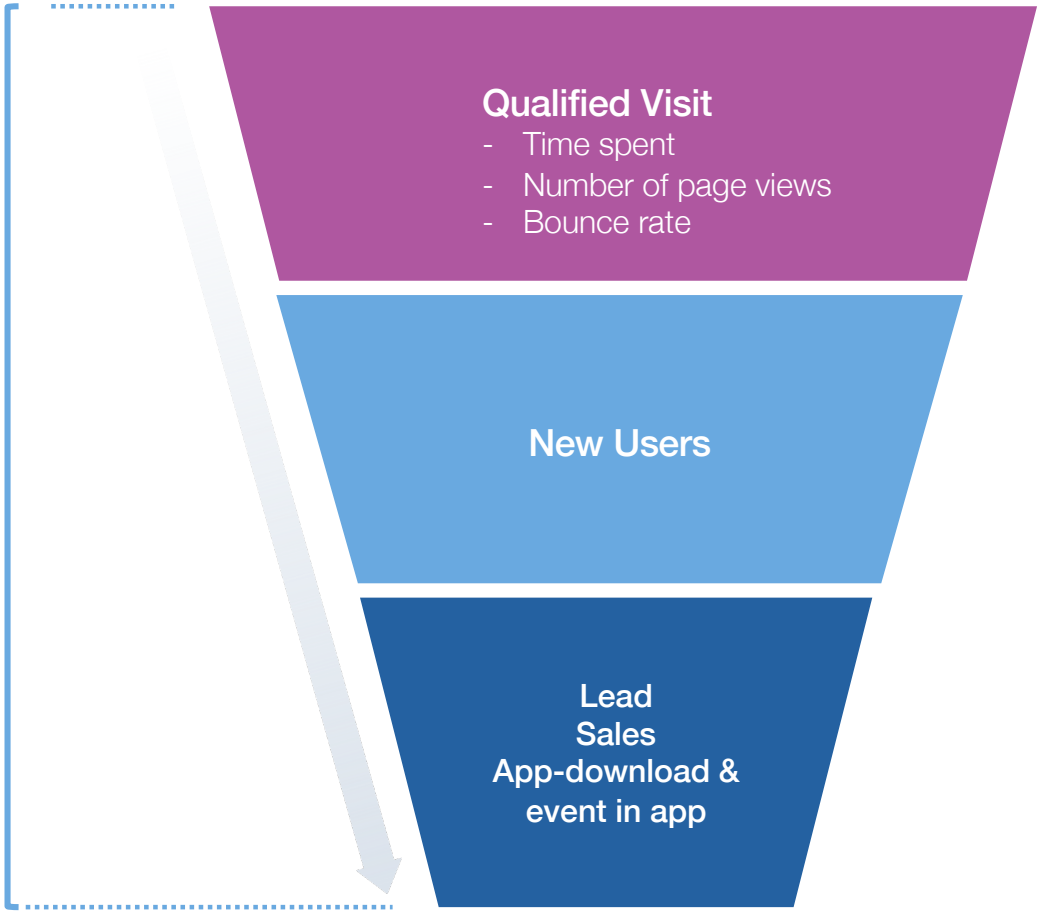
Qualified traffic throughout **the path to purchase**



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Do you really know those metrics ?

Time spent & Bounce rate

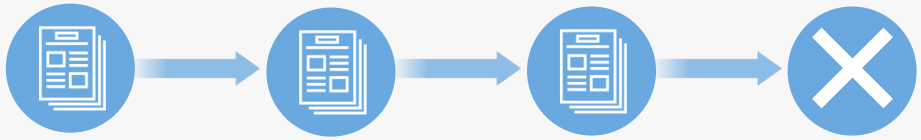
Google definition

Bounce rate

Bounce rate is single-page sessions divided by all sessions. or the percentage of all sessions on your site in which users viewed only a single page and triggered only a single request to the Analytics server

Time spent

The amount of time spent on a page



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Best Practices

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How we can target the right person ?

- Third party is too expensive
- Data targeting restrain scale
- Teads interest Graph
- Automatically generate look-alikes of your site visitors
- Automatic improvement based on machine learning

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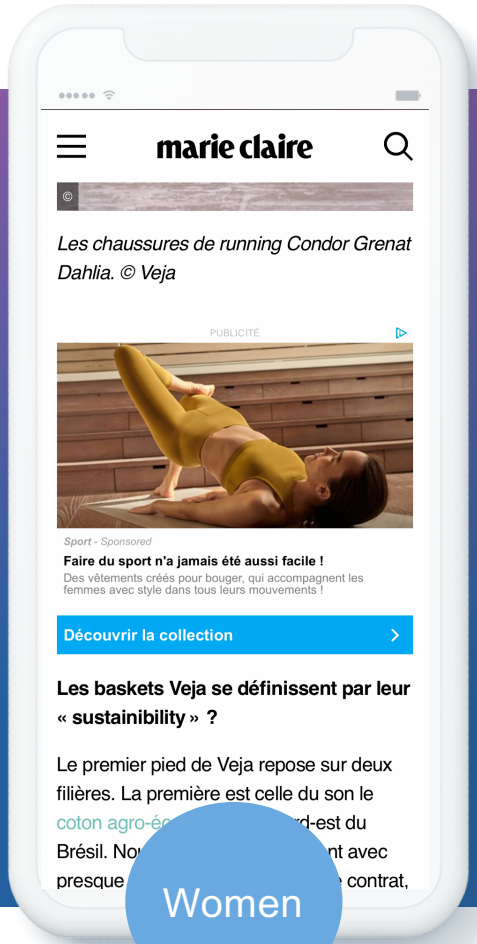
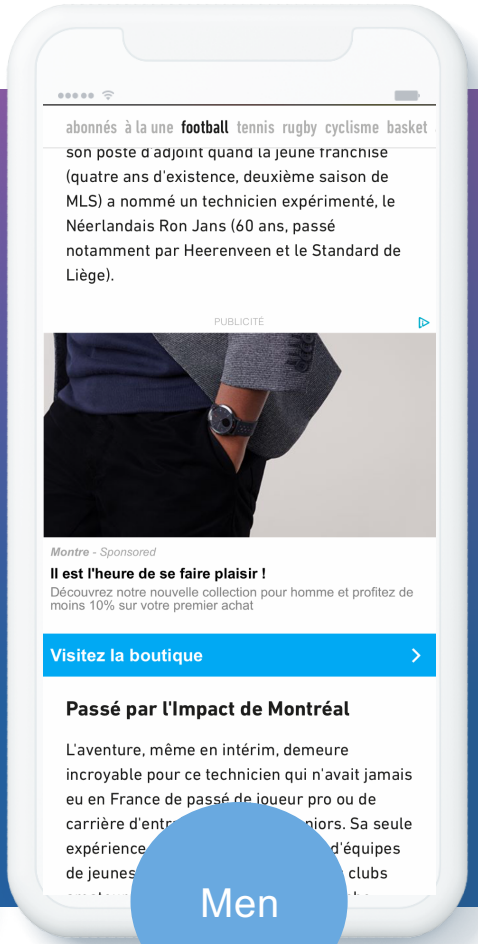
Prequalify your traffic through the creatives

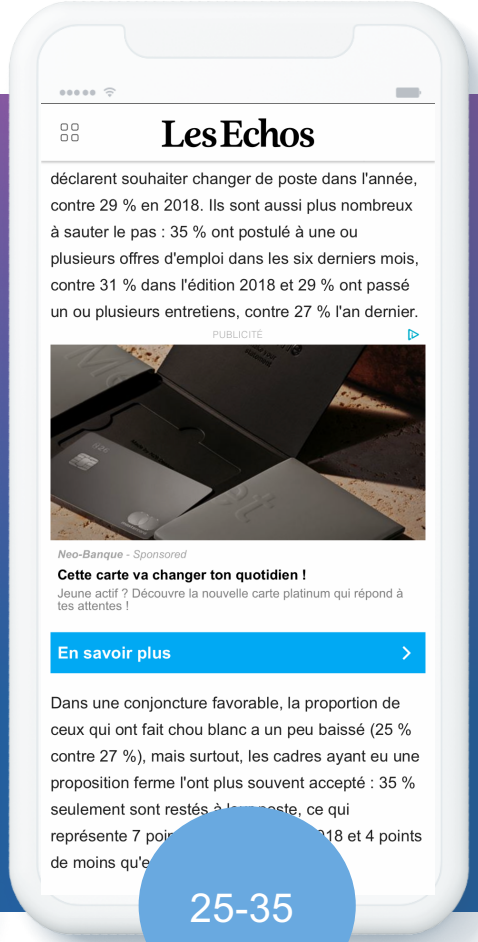
Target the right audience by defining the right creative



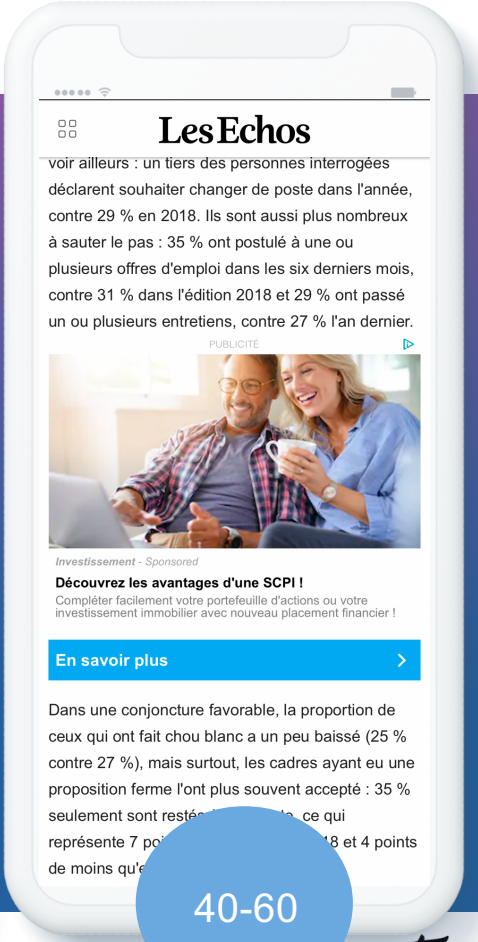
Women



Men



25-35



40-60

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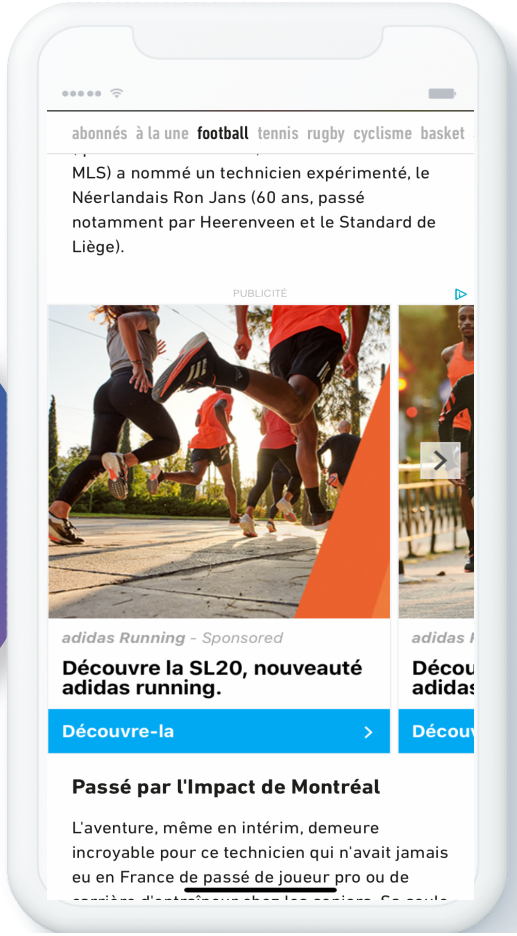
A/B testing – Creative Variations Drive Results

8 in 10
advertisers run only
with 2 creatives

CTR can increase
Up to

40%

By switching the first & the second pictures in a carousel *



Source: Teads Campaigns

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No Pixel, no Party

Teads Universal Pixel *Image pixel & S2S available*	VS.	No Pixel
✓	CTR Optimization	✓
✓	Lowest uCPC	✓
✓	MisClicks Prevention	✓
✓	Landing Rate Optimization	✗
✓	Qualified Traffic Optimization	✗
✓	Incrementality	✗

Teads TRUE VISITS

Tools advised to simplify your pixel management

Teads is integrated with the following solution

Google Tag Manager

DoubleClick Campaign Manager

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Landing page **recommendation**

User behavior is very different for each channel

Search
Intent to buy /
lookup somethin

Social Network
Fast broswing

Curated garden
Attentive reading of
quality content media

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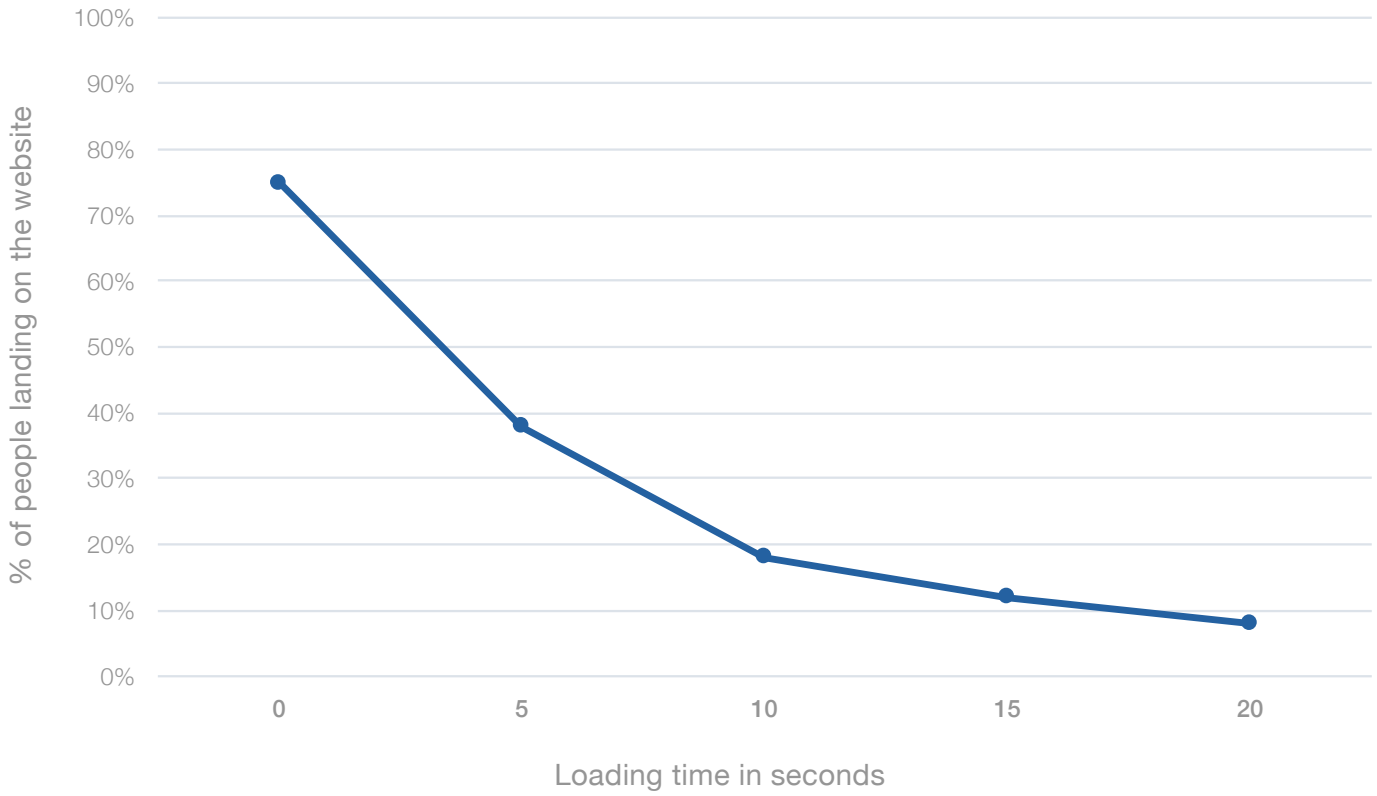
Speed matters in a mobile first society



Based on Teads Data

amazon.com

1 second delay would cost **1.6B$ of sales yearly**

Google

400ms would reduce searches by **0.6%**

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Other elements that **matter**

Campaign duration

Daily Spent

Sitelist

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Thank you, any questions?