



## CASE STUDY

How Kritter is helping  
a brand agency  
successfully serve  
its clientele



Client profile: **Brand Agency**  
Location: **Australia**  
Years with Kritter: **2½**  
Products: **ATS and DMP**

Over the last two  
and a half years,  
the brand agency  
has grown to  
handle

**62**  
advertisers.

It has  
successfully  
served over

**589M**  
impressions,  
resulting in

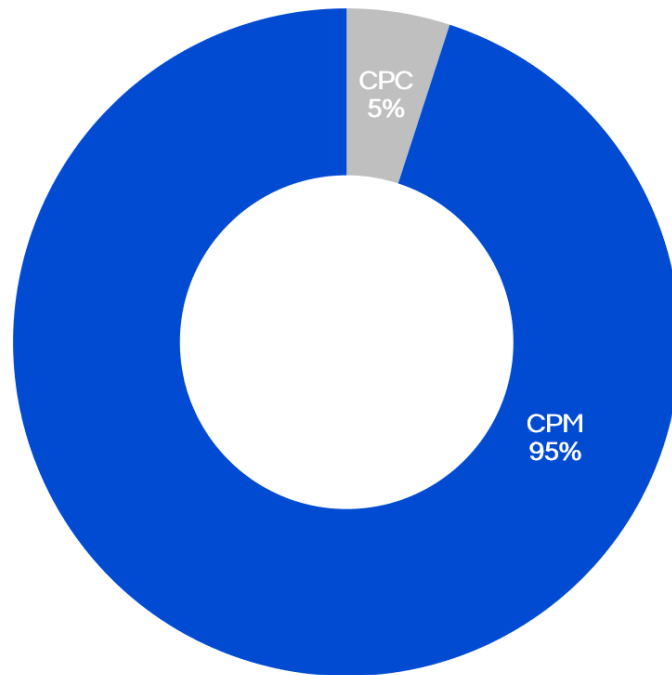
**1.5M**  
clicks

and over

**4,000**  
conversions

for their  
advertisers using  
Kritter's  
technology.

Kritter's ad-trading stack (ATS) currently enables the agency to successfully run CPM (cost-per-mille [or thousand impressions]) and CPC (cost-per-click) campaigns for brands in various industries across Australia.



#### Predicting Ad Clicks

In a CPC campaign, the ATS effectively predicts the likelihood of a click on an impression and bids for the ad accordingly. The bid optimization algorithms help in minimizing the effective CPC by trying to win the impressions at the lowest cost possible.

#### Tracking Conversions

Conversion pixels are easily extracted from the Kritter platform and placed on the confirmation pages of the forms to confirm a conversion once a user has filled and submitted a form. The agency's KPIs are mostly to drive campaign performance based on conversions, or on clicks and click-through-rate (CTR). Since the majority of the agency's advertisers are from the education industry, primarily universities, the conversion touch points are generally enquiry or application forms.

The universities also need to reach their ideal audiences - potential students - in India, Hong Kong, Indonesia, Brazil and many other countries for “study-abroad campaigns”, which the agency achieves using the following key features:

### Geography Targeting

- Country
- State
- City
- Lat-long lists with radius
- IP range lists

### Domain Targeting

When the universities provide the agency with specifics of which domains their ads should be shown on, the agency simply uploads the lists of domains to the Kritter platform, associates them with any campaign for a particular university, and lets Kritter’s technology do the leg work.

### Re-targeting on User Engagement

Using the Kritter ATS along with the DMP, the agency also re-targets users based on multiple criteria to improve chances of user conversion. Users are retargeted based on their interactions with specific ads, such as view, click or other conversion event. If pixels have been placed efficiently to track the user’s journey across web-pages, a user can also be re-targeted based on the page they were on.

About 69% of platform revenue and 73% of platform profit comes from the agency’s education advertisers. The remainder is distributed across various other industries including banking and finance, sports, charity/ non-profit as well as food and beverage.

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