

Criteo makes the most of every minute for 45-day World Cup website.



The results

< 1 hour

To implement Criteo's Publisher Marketplace technology

▲ 48.7m

Ad impressions purchased by Criteo in 45 days

▲ +500%

Criteo CPM vs. other vendors

The CoupeDuMonde2014.net (CDM2014) website provided schedules, live results, commentary and highlights to 7.4 million passionate soccer fans during the FIFA World Cup in Brazil.* But like the competition itself, the site's peak audience lasted only for one very intense six-week period. Partnering with Criteo allowed this publisher to make the most of this short-lived but lucrative opportunity.

The Challenge

CDM2014 was launched months before the World Cup began, but of course most visitors came during the tournament itself in June 2014, and nearly 60% came via mobile.

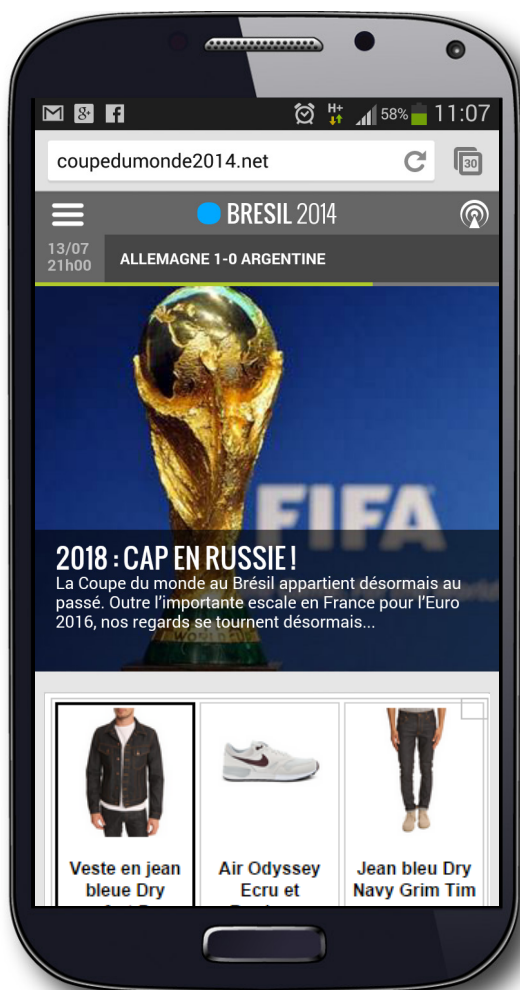
In order to maximize revenue in this short window, Yoann Le Briand, the site's owner, needed a display ad partner who could get up and running quickly, efficiently monetize both desktop and mobile inventory, and deliver desired CPMs. He didn't have time for trial and error and needed a proven team, technology and business model. Criteo's Publisher Marketplace offered the ideal solution.



The solution

It took just one hour for the Criteo team to get the first ads onto the site. Their first step was to rapidly conduct a complete traffic analysis, which revealed that the majority of the site's traffic entered at the Calendar and Rankings pages. The team thus recommended placing 300x600 ads on those key pages to capture incoming traffic without detracting from the site experience.

Criteo was then given priority access to impressions across all the site's inventory. With that "first look" access, Criteo could determine which users were most valuable. Impressions that didn't meet Criteo's predefined criteria were passed back to CDM2014 to monetize in other ways. This process ensured that every impression had the best chance at driving revenue.



The result

Not only did Criteo get the campaign up and running quickly and seamlessly for this publisher, it also delivered a powerful stream of revenue for the site over a short period of time, purchasing 17% of the site's total inventory and passing the rest back to the publisher in real time.

Most important, Criteo conducted this process very cost-effectively, higher relevance and better targeting than other campaigns. According to Le Briand, Criteo was able to pay CPMs six times higher than those paid by some other vendors.

The 2014 World Cup is over, but Le Briand now has a sustainable business model to use for domains he has purchased for future events. Once again, he plans to team up with Criteo.



*We had very little time to monetize the website's highly engaged users and no time at all for wasted effort or error. With Criteo, all we had to do was create an ad placement, copy and paste it into DFP,** and click on the 'go live' button. A few minutes later, we could see Criteo ads on our site."*

Yoann Le Briand, site owner, CoupeDuMonde2014.com

*Source: Google Analytics,

**DFP: Dart for Publishers, a popular ad server owned by Google