# Bid Optimization Case Study

Sharethrough Exchange delivers display-like performance in spite of premium pricing.  AppNexus dynamic bid optimization is key to campaign success.

## Campaign Context

Using the AppNexus bidder, we configured a campaign to buy Sharethrough Exchange inventory. The campaign included two bidding techniques:

- Technique #1: Static $20.00 CPM bid (base bid method)
- Technique #2: Dynamic bidding with a cost per visit goal (predicted goal method)

## Impact on Pricing

When using AppNexus dynamic bidding, CPMs fell by 30% vs. the static bidding method. Although Sharethrough's inventory continues to be expensive by display standards, buyers are only charged for viewable impressions.
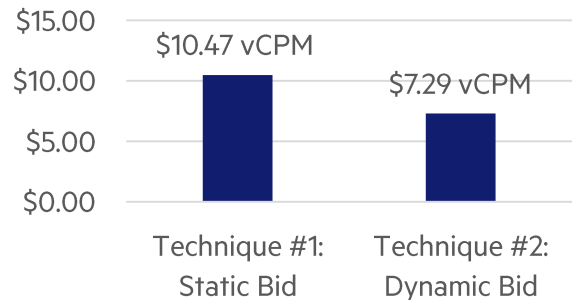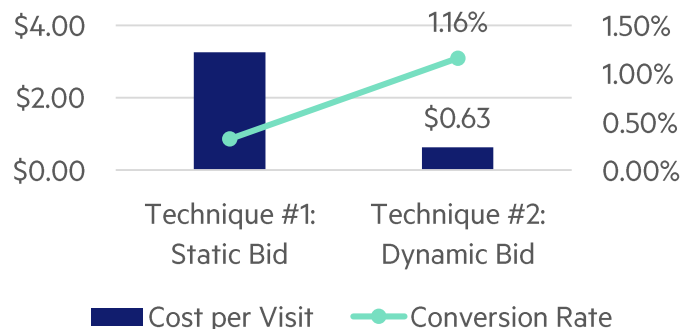


## Impact on Click Behavior

Dynamic bidding greatly improved the campaign's click efficiency. CTR more than tripled vs. static bidding, reaching 2.14%.  As a result, and in spite of high prices, the campaign achieved a $0.34 cost per click.
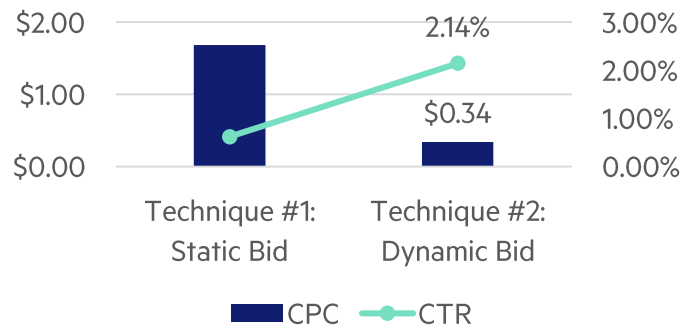


## Impact on Conversions

The campaign's conversion event was a visit to nativeadvertising.com.  Again, dynamic bidding significantly improved conversion efficiency, tripling conversion rates vs. static bidding.  In spite of high inventory costs, the campaign achieved a $0.63 cost per visit.