Amplify the impact of your branding campaigns by bidding based on user value
Brand Success with Custom Bidding Finesse

Custom Bidding is a technology that integrates business knowledge into the DV360 bidding algorithm. It enables advanced control over defining the value of an impression to personalize bidding strategies for branding campaigns based on predefined objectives.
Branding objectives

Proximity

Your users' interests

Purchasing power

Are you thinking of something different?
Select and customize the KPIs that have the most impact on your campaigns

When user interest skyrockets
Transforming objectives into algorithms

BrandMax transforms your branding objectives into customized algorithms that inform Custom Bidding about user value, optimizing bidding for branding campaigns based on defined values, amplifying the impact. BrandMax helps brands direct their branding campaigns in DV360 where their high-value audience is located!
Accessible to everyone

Custom bidding script allows the integration of custom Python scripts used to optimize impression values.

BrandMax features a console that allows brands to define their objectives, transforming them into algorithms quickly and easily without the need for internal Data Science resources.
+ 80% IMPRESSIONS
Increased brand awareness

-40% CPM
Improved cost efficiency

What can you expect from BrandMax

+50% VIEWABLE TIME
Expanded reach
I'm a retailer, how does BrandMax help me?

Your objectives:
- Proximity
- Purchase power

BrandMax:
- Cross-references different databases and identifies La Moraleja and Las Tablas as high-value audiences based on their per capita income.
- Creates an algorithm giving greater weight to these geographic areas.

Custom Bidding:
- Optimizes your campaigns by bidding more for users in the defined neighborhoods.

Results:
- Maximizes the impact of your campaign.
The challenge
Bahía Príncipe invested in a new hotel in Cayo Levantado, Dominican Republic, aiming to strengthen its presence in the USA and captivate a more discerning audience, thus enhancing its branding strategy with a unique Caribbean experience.

The Solution
In a strategic partnership with Google, Bahía Príncipe collaborated with Making Science to tackle their branding challenge. Making Science conducted a thorough analysis of the brand’s campaign history, identifying key indicators for effectively reaching their target audience, including URL, geographical location, day and time, and screen time. Leveraging the innovative BrandMax technology developed by Making Science, a customized algorithm tailored to the profiles of their target tourists was crafted. Google Custom Bidding harnessed this algorithm to optimize campaign bids, enabling Bahía Príncipe to significantly broaden the reach of their branding endeavors.

The results
To objectively assess the improvement achieved, an AB test was conducted in DV360 during 2 months in US, featuring two different campaigns: ongoing and BrandMax. The results are as follow:

- Impressions +82.52%
- CPM -41.87%
- Viewable impressions +9.07%
- Average viewable time +50.34%
- Bounce rate -31.96%

Bahia Principe Hotels & Resorts is the hotel chain of Grupo Piñero, a prestigious group operating throughout the value chain of the holiday industry. The company has 27 establishments total over 14,000 guest rooms distributed in the Caribbean and Spain.
BrandMax, value based bidding for branding campaigns
Thanks

Let´s activate your data, let´s Gauss!

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