



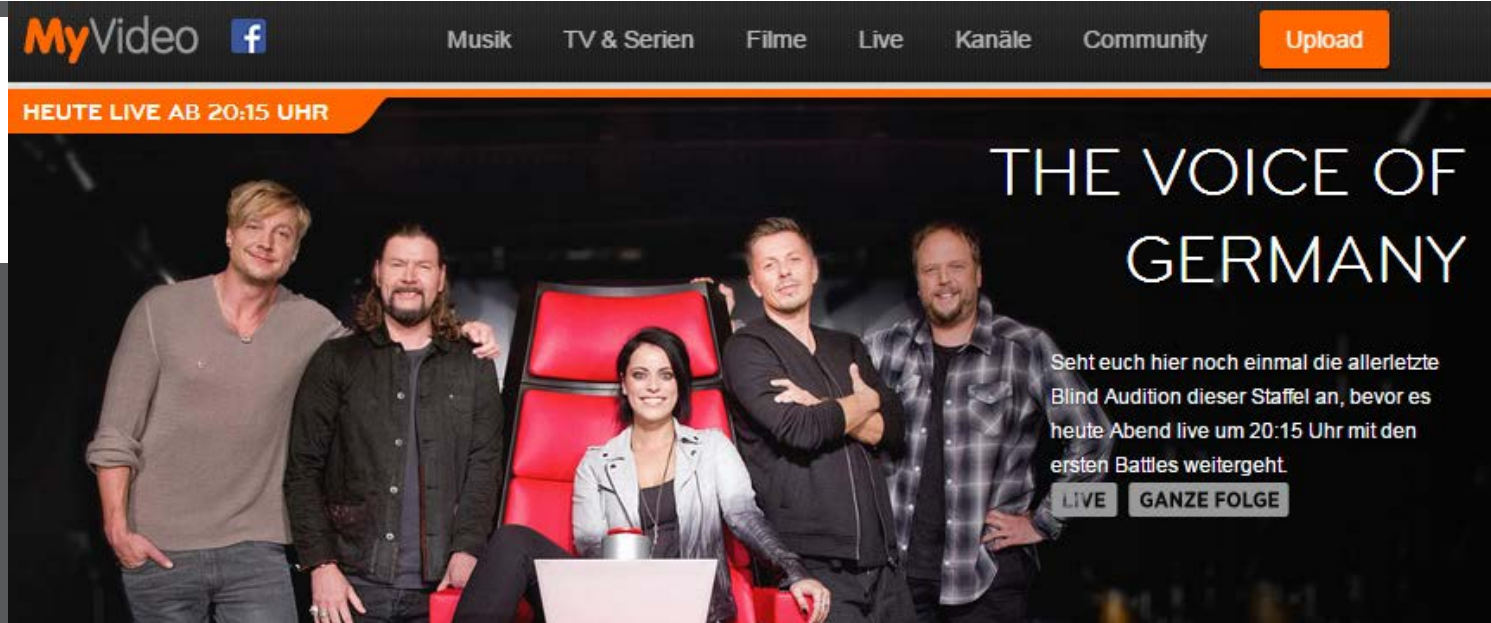
MyVideo, maximizing advertising ROI.

Top online video service increases click-through rates by 50% to 60% and cuts cost per click by 40% with Adobe Media Optimizer.



"We spend at least one-third less time on routine tasks like campaign and keyword management. That leaves time to set up new campaigns and reach more customers."

Florian Kiel, online marketing manager, MyVideo



SOLUTION

Adobe Media Optimizer

RESULTS

UP TO **60%**
AVERAGE INCREASE


INCREASED CTRS
Boosted click-through rates via optimized keyword selection and streamlined campaign management

40%
ON AVERAGE

REDUCED CPCs
Lowered cost per click, increasing advertising ROI

MILLIONS
OF KEYWORDS AND CAMPAIGNS

MARKETING EFFICIENCY
Managed six million keywords and campaigns across vast content: movies, TV series, music videos, artists, and more



INSTANT OPTIMIZATION
Automatically allocated ad spending to unlock advertising returns

Magic Internet GmbH, MyVideo

Established in 2006

www.myvideo.de

CHALLENGES

- Gain advantage in hyper-competitive online video market
- Manage six million keywords and campaigns with limited budgets and small staff
- Expand audience reach, customer engagement, and loyalty to increase revenues

A fiercely competitive market

MyVideo began as a startup with an ambitious vision: compete on par with online video giants. Specializing in consumer delivery of professionally created, long-form content such as movies, TV series, and music videos, MyVideo continues to grow its audience base, expand its content selection, and increase revenue streams. Now owned by ProSiebenSat.1 Media AG, MyVideo has flourished, and is now the second largest German-language online video service with 10 million unique users monthly.

"The online video market is intensely competitive, so we have to be nimble and smart," says Holger Kuntz, senior online marketing manager, MyVideo. "We have to put forward extremely compelling content, boost brand loyalty, and adopt strategies and solutions that make our advertising and marketing efforts more efficient."

Optimizing search

Unlike online video providers that charge for premium subscriptions, MyVideo relies solely on advertising to generate revenues. To increase revenue while controlling costs, effective management of paid search campaigns is vital, with every keyword selected and managed to optimize returns. The goal is to reach specific audiences and display the MyVideo content that resonates with their interests based on their online searches.

"We manage nearly six million keywords and campaigns to market our vast array of content, from TV series and movies to music videos, labels, and artists—all with a team of just six people," says Florian Kiel, online marketing manager for MyVideo. "Our biggest challenge is time and resources, so we must maximize the impact of limited keyword search dollars and marketing resources."

Limited budgets, big goals

For all of its online marketing activities, including search engine optimization, search engine marketing, and social media, MyVideo relies solely on in-house resources versus working with outside agencies. As all companies in the market, MyVideo has to allocate the budget properly to reach its audience and advertising goals, and therefore needs to find the most efficient ways to cover all of its varied content.

Based on past professional experience, Kuntz & Kiel recommended a solution that would help MyVideo forecast and optimize its paid search advertising efforts: Adobe Media Optimizer. The MyVideo team adopted Adobe Media Optimizer for several reasons, chiefly its ease of use, inherent capabilities and responsive, knowledgeable support from Adobe.

"Adobe understands how media companies and agencies work, so the Adobe team can help us with best practices for campaign and keyword optimization, as well as for automating our marketing processes to improve efficiency."

Holger Kuntz, senior online marketing manager, MyVideo

"In working with Adobe, we get more than just technology solutions," Kuntz says. "Adobe understands how media companies and agencies work, so the Adobe team can help us with best practices for campaign and keyword optimization, as well as for automating our marketing processes to improve efficiency."

Real-time optimization

Since adopting Adobe Media Optimizer, MyVideo has streamlined campaign and keyword management for all its media channels and advertising accounts. The MyVideo team can export data such as keywords and ad groups in bulk, import the data into spreadsheets, quickly edit the particulars, and populate advertising accounts for multiple search engines in minutes to set up a new or updated ad group or campaign.

"Adobe Media Optimizer speeds up the work we put into paid search advertising tremendously," says Kiel. "We spend at least one-third less time on routine tasks like campaign and keyword management. That leaves time to set up new campaigns and reach more customers."

Driving returns with minimal resources

Further contributing to productivity, MyVideo is automating creating customized reports to quickly see where there are opportunities to increase conversion. Using reports from Adobe Media Optimizer, MyVideo can predict the impact of changes to its keyword search campaigns, and then manage and automate campaigns, freeing resources for other initiatives.

The MyVideo team uses portfolio-based algorithms in Adobe Media Optimizer to predict and optimize the effectiveness of paid search keywords based on audience trends, time of day, and other factors. This capability allows MyVideo to allocate budgets and bid on keywords to maximize returns. If, hypothetically, marketing has \$300,000 to spend on search campaigns for music videos, \$200,000 to spend for movies, and \$500,000 to spend on TV series, the built-in algorithms in Media Optimizer can better determine when viewers will be watching each type of content, and will allot budget based on audience insights and parameters.

In addition, simulations in Adobe Media Optimizer are a tremendous advantage for MyVideo in making the most of search budgets. For instance, they help the online marketing team manage seasonality by automatically supplying recommendations to reduce spend during slower months such as summer holidays. Alternatively, simulations point out peak times when viewers are likely to be online searching for and then watching video content and accompanying ads.

"Adobe Media Optimizer allows us to refocus on efforts like our website redesign, as well as on new campaigns and initiatives that bring more customers to our platform."

Holger Kuntz, senior online marketing manager, MyVideo

SOLUTION AT A GLANCE

- Adobe Media Optimizer. Capabilities used include:
- Search management

For more information

www.adobe.com/solutions/media-optimization.html

www.adobe.com/solutions/digital-marketing.html

Continual improvement

To further solidify its market-leading position, MyVideo is relaunching a newly revamped site in fall 2014 that will be even better optimized for smartphone and tablet users. The site will be readily searchable from mobile devices, and redesigned to provide a more satisfying experience for viewers on the go.

Additionally, a new MyVideo app will allow robust video content viewing and provide MyVideo with in-app advertising monetization opportunities. The company is also investigating the potential of driving more revenue through its social marketing efforts using social capabilities in Adobe Media Optimizer.

"We used to spend far more time managing our search campaigns," says Kuntz. "The time we save using Adobe Media Optimizer allows us to refocus on efforts like our website redesign, as well as on new campaigns and initiatives that bring more customers to our platform."

