



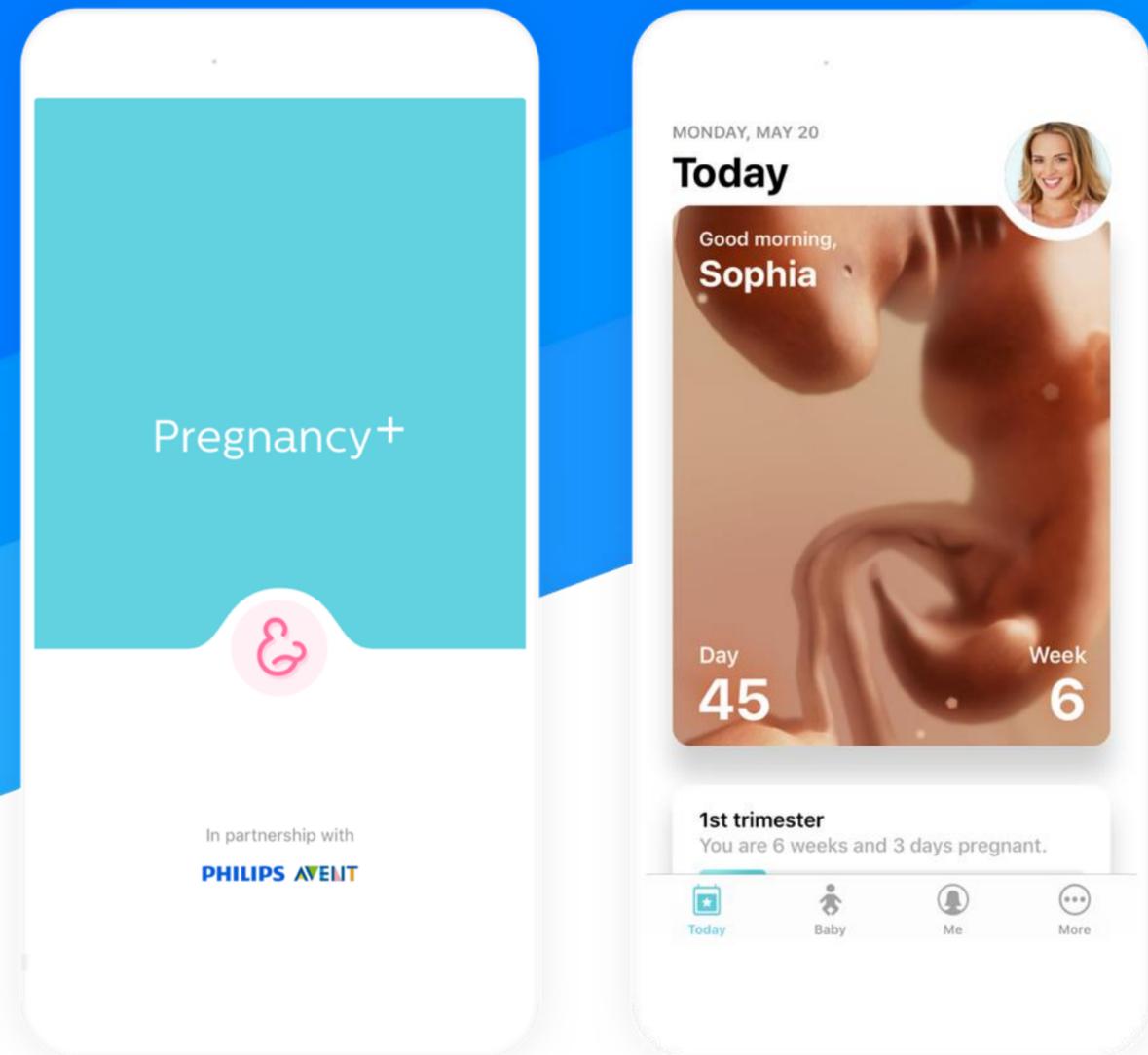
Philips Case Study

Achieving control, increase of sales, and operational efficiencies by moving advertising in-house through self-service advertising platform

How Philips achieved \$5 million in cost-savings and higher quality ads through self-service

In 2017 Philips acquired the Pregnancy+ app, one of the top apps in the world for Pregnant women with over 25 million users around the world. The Pregnancy+ app lacked flexible way to manage content, making it impossible to effectively work with marketing campaigns within the app.

By launching an in-house self-service advertising platform, DARYL, Philips then had a global campaign management platform allowing Philips marketers to create targeted campaigns and manage results and performance, enabling Philips to eliminate fees to Agencies, Partnerships & Affiliates, and external marketing channels, and to save costs on Direct sales.



Exceeding Philips expectations for advertising and sales KPIs through self-service platform

\$5 million in savings

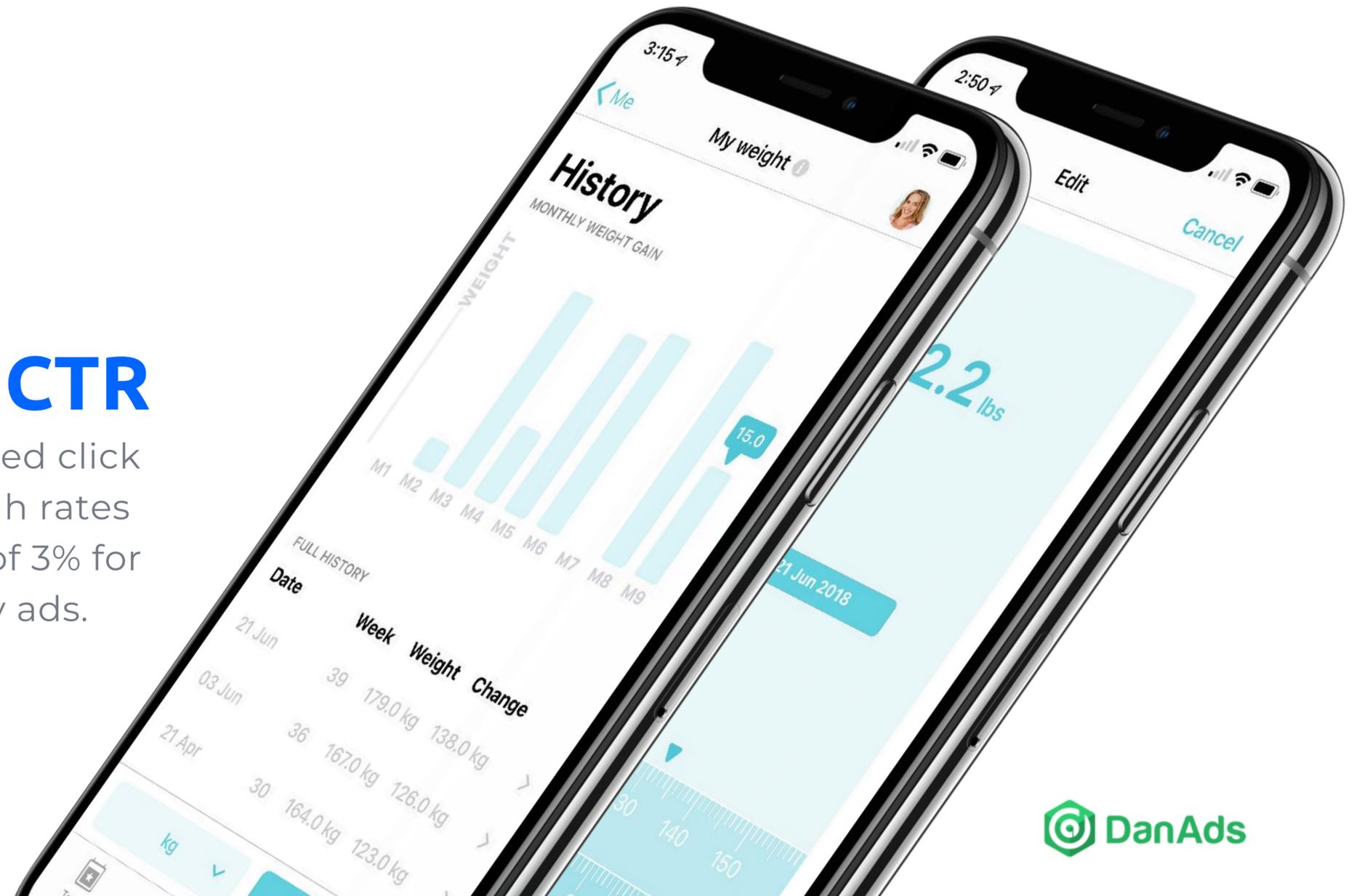
Cost-savings of \$5 million achieved compared to the case if Philips would have used external marketing channels.

>2600% revenue

More than 2600% increase in revenue for single banners

3% CTR

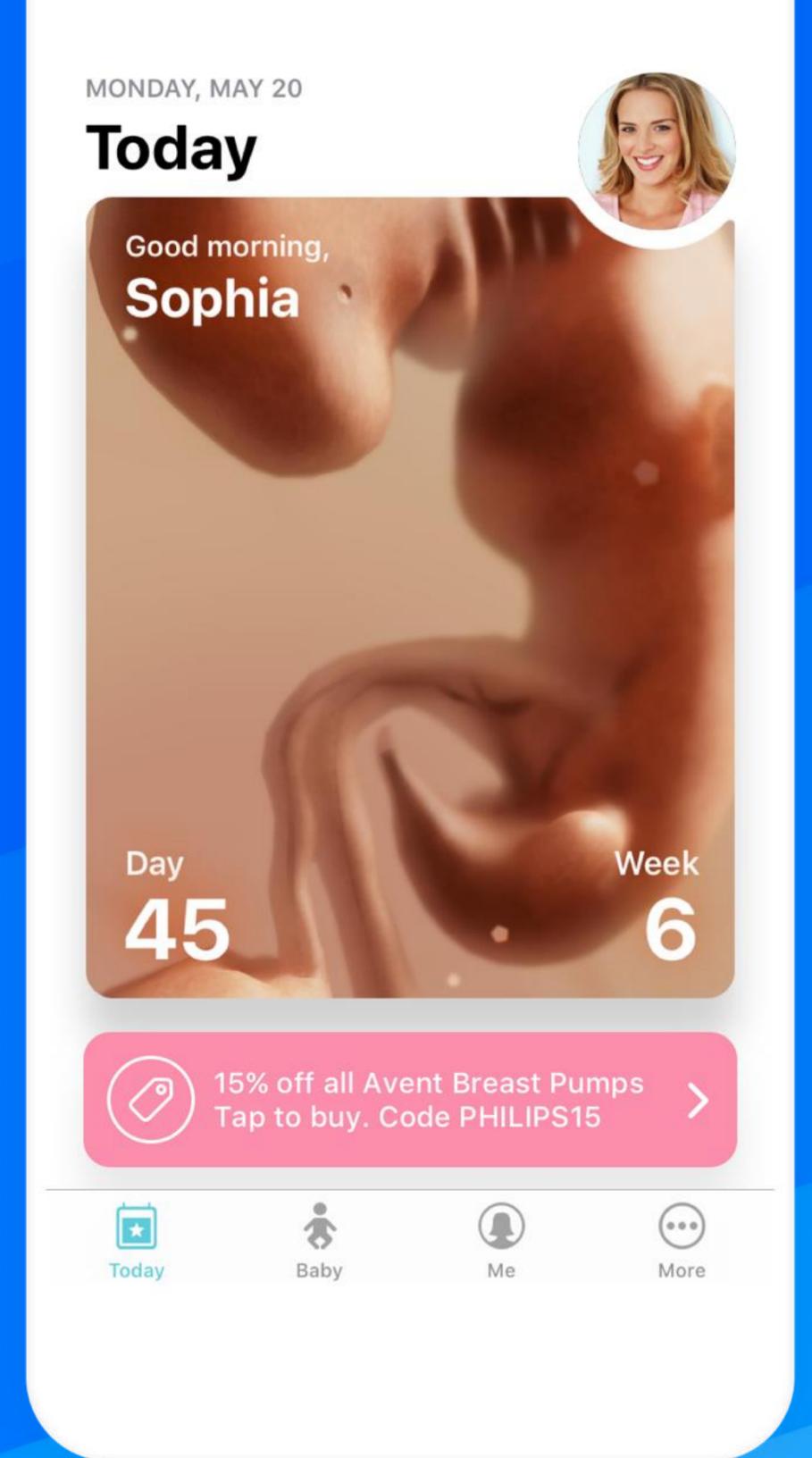
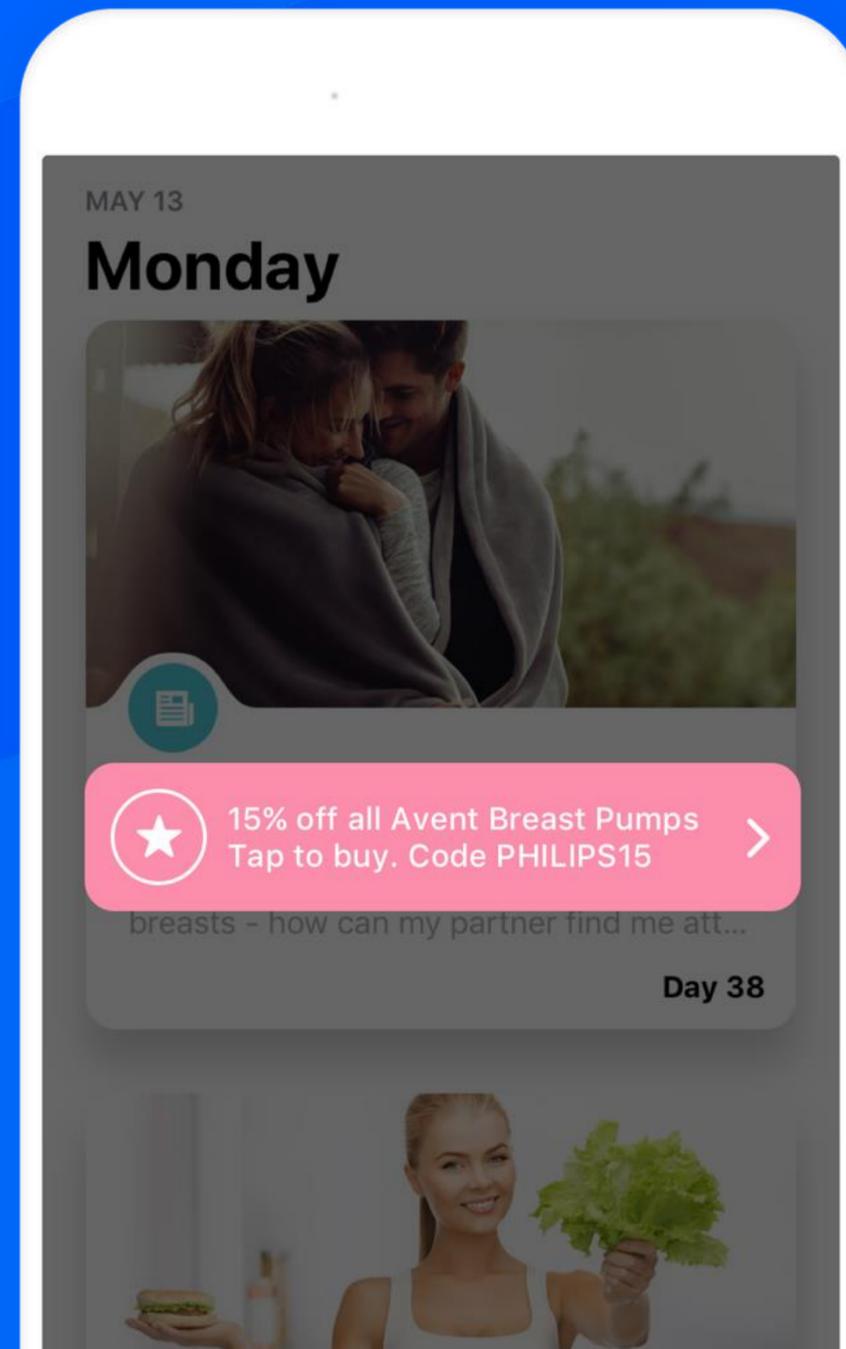
Achieved click through rates (CTR) of 3% for display ads.



Philips Digital+ unit and the Pregnancy+ App

Phillips acquired in 2017 Health and Parenting, the company behind the Pregnancy+ App with over 25 million users worldwide.

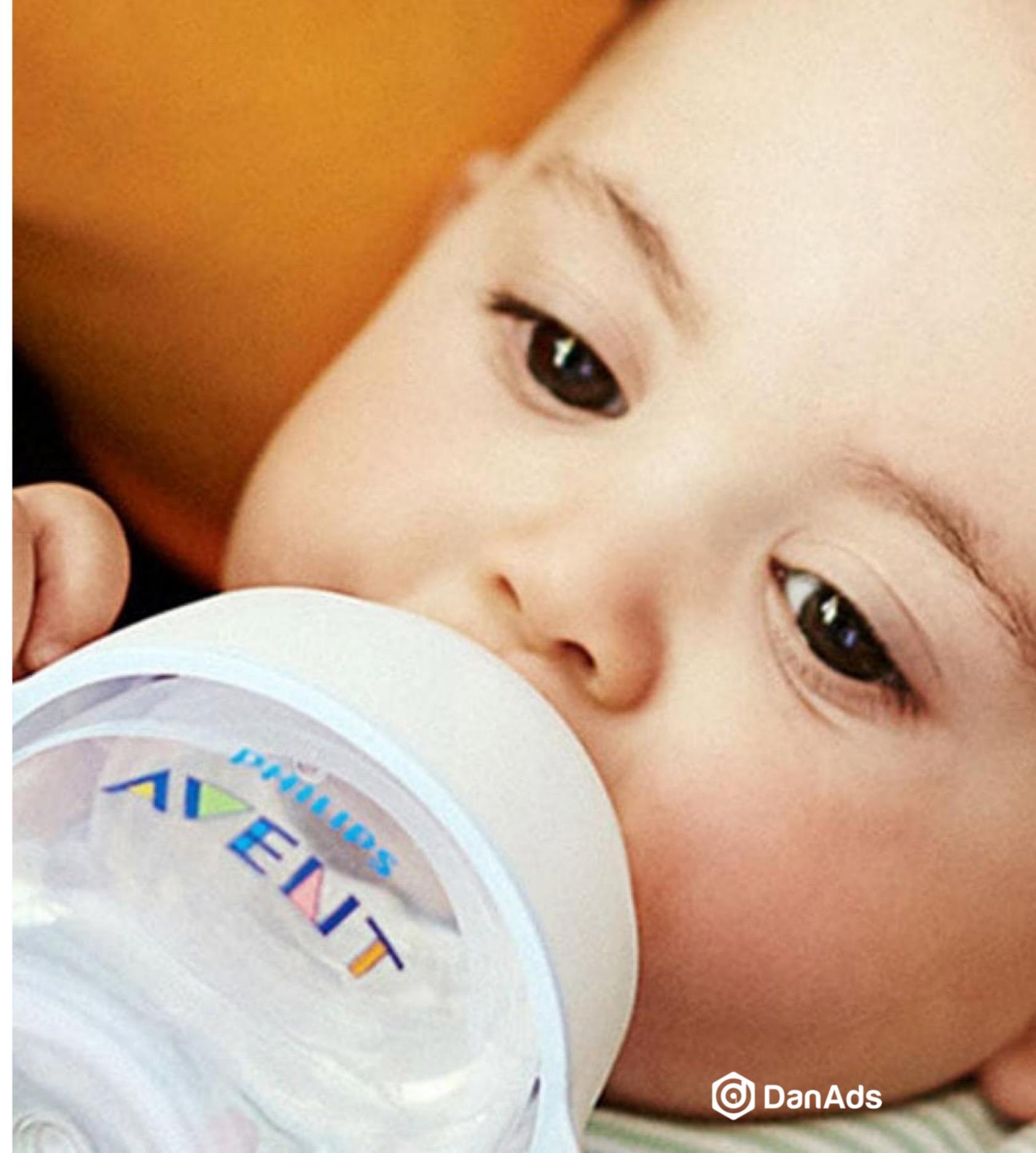
Health and Parenting was moved into Philips Digital+ unit, which at the time of acquisition was made up of 5 people and now have grown to a team of 40 people consisting of UX Designers, Developers and Marketers.



The Philips Digital+ department

Philips Digital+ unit operates as a separate identity within the Philips Mother & Childcare cluster.

It is operated as an unbranded Health & Parenting platform, working with promotion and advertising of Philips Mother & Childcare products



Bringing advertising in-house with self-service

and how the DARYL project came about

Realising the full potential of Pregnancy+ app advertising

2017

a year of change

Philips acquired Health and Parenting, the company which built the Pregnancy+ app.

TOP app

in the world

Pregnancy+ is one of the top apps [in the world](#) for Pregnant women and has over 25 million users around the world.

4 million

active users monthly

Pregnancy+ has over [4 million monthly active users](#) and 1,5 million daily active users. Philips planned to use Pregnancy+ to promote their Mother and Child products.

The challenge

No flexible way to manage content

The pain point Philips faced was that the Pregnancy+ app didn't have a flexible way to manage advertising content, making it impossible to effectively work with marketing campaigns in multiple markets.



Lower budget, higher reach and more efficient operations for external advertising



From a Goal:

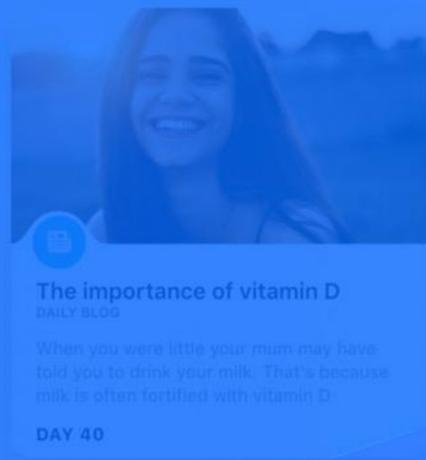
Philips DARYL project aimed to optimize the marketing budget spent on external advertising by directly promoting relevant Philips products to the target audience (Parents to be) who were using the Pregnancy+ app



To a Solution:

Create a global campaign management platform that would allow Philips marketers to create targeted campaigns and manage their results and performance in-house.

Pregnancy+ users were a perfect match for promotion of Philips Mother and Child products



Three project main steps:

1

Connect DARYL Platform with Pregnancy+ app

Initial scope of the project consisted of connecting the DARYL Self Service Campaign Management platform with the Pregnancy+ app.

⋮

2

Set up Advertising Inventory

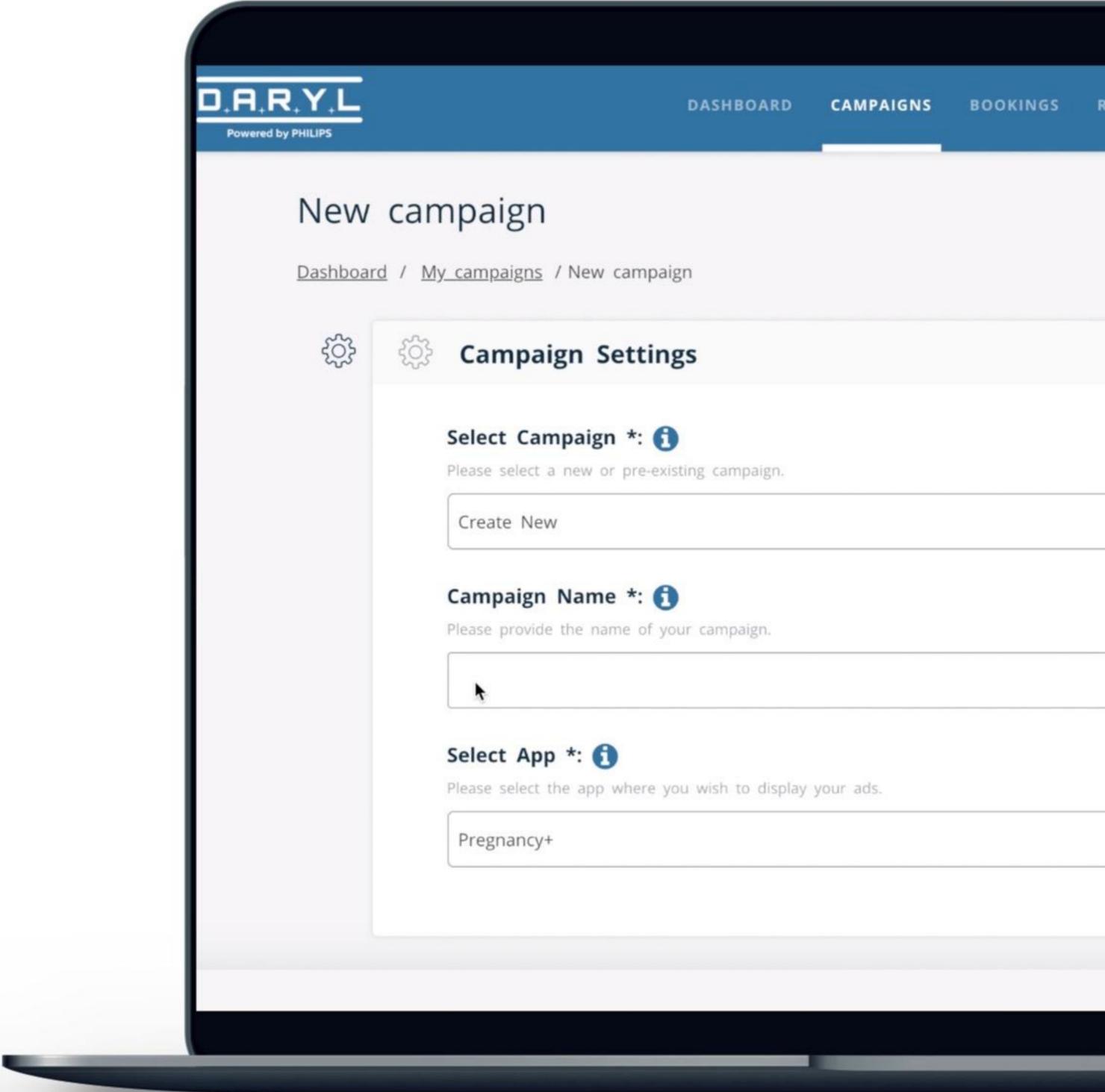
The advertising inventory was set up in Pregnancy+ app where the campaigns created by Philips Marketers were delivered via DARYL Platform.

⋮

3

Customize Platform to fit Philips requirements

DARYL Platform developed by DanAds was customized to fit Philips existing workflows and requirements: from the concept of Phillips dollar, a virtual currency aimed to track spends in internal marketing channels, to implementing naming convention for campaigns.



DARYL platform was built with great potential of scalability in mind

For future expansions, Philips can connect more applications with Philips inventory and make DARYL a central system for managing all direct buy campaigns

Philips self-service initiative was managed by a cross-functional team

To achieve buy-in and ownership from relevant stakeholders and units within Philips, the DARYL project was a cross-functional initiative by Amber Vodegel, Head of Operations, Debora Schregardus, Head of Digital Global Marketing, and Harry Robinson, Head of Business.



”

D.A.R.Y.L. helps Philips and our external partners to generate revenue opportunities and cost savings with action-driven sponsored placements on our Health & Parenting platforms; Pregnancy+ & Baby+.

”



Debora Schregardus,
Head of Digital Global Marketing

Developing and launching the Philips DARYL self-service platform

Key reasons why DanAds became the Self-Service Advertising provider for Philips

How did Philips evaluate different solutions for the self-service platform?

“We got in touch with a number of providers that offer self-service platforms - although there weren’t too many that offered a white label solution. We then carried out a “critical assessment” which involves providing an explicit set of requirements and marking each vendor against their ability to deliver on those requirements based on timing, quality and ability to deliver”.

Did Phillips look at other solutions, and try any of these first?

“We received Demos from other vendors but didn’t trial them. This was mainly because we were looking for a white label solution - so what we were after didn’t exist out of the box.”



Answers by Harry Robinson,
Head of Business in Philips



Key reasons why DanAds became the Self-Service Advertising provider for Philips

How did Philips get in contact with DanAds?

“We’ve emailed DanAds directly with the set of requirements that were highly important for the solution we were searching for”.

How and why did Philips choose to work with DanAds?

Philips chose to work with DanAds for 2 key reasons:

- 1. They were flexible, responsive and always keen to support our vision and the best way to deliver it.*
- 2. They scored the highest in our evaluation in meeting the requirements we set - again, this is likely a consequence of their great customer service.*



Answers by Harry Robinson,
Head of Business in Philips



Developing and launching the Philips DARYL self-service platform

For the self-service platform, the most important factors for Philips were:



Taking ownership of advertising

To take ownership of advertising monetization and have an end-to-end ownership of marketing campaigns in-house



Eliminating Agency fees

To avoid and eliminate marketing agency fees

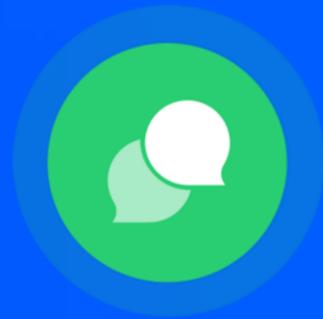


Low project investment required

For the the project phase of DARYL self-service platform Philips only needed to allocate 4 FTEs in total.



Setting the foundation for a successful project



Full day onsite workshop

Once the initial vision of DARYL platform was defined by Philips stakeholders, Philips held a full day onsite workshop for Philips Marketers working with Mother and Child products.



Main Platform idea

During the workshop the stakeholders explained the idea behind the platform, it's objectives and goals.



Core functionality demo

DanAds performed a demo of the core functionality provided by DanAds Self-Service platform and explained which customizations will be made for Philips.



First release scope

Philips gathered ideas from their Marketers and finalized the scope for the first release of DARYL platform.

Realizing ambitious time to market goals without compromising on development quality

Define MVP scope

1

2

Launch in 3 months

DARYL

Assemble focus group for pilot testing

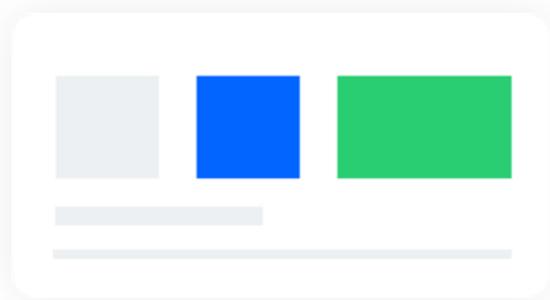
4

3

UAT before going live

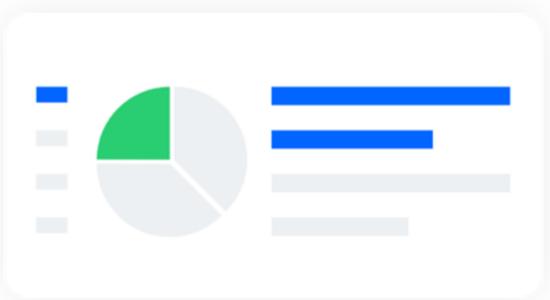
1. Timing was very important for Philips, which is why Philips together with DanAds defined the MVP (minimum viable product) scope of the self-service platform to allow fastest time to market.
2. The MVP version of DARYL Platform was developed, customized according to Philips requirements and ready for launch in just 3 months!
3. Before going live with DARYL, the DanAds team arranged a platform UAT (User Acceptance Testing) session.
4. For the UAT session, Philips assembled a focus group to participate, run test campaigns in the platform and provide their feedback to ensure ownership, comments and ideas, and buy-in from all relevant stakeholders.

Successfully launching and operating the DARYL self-service platform



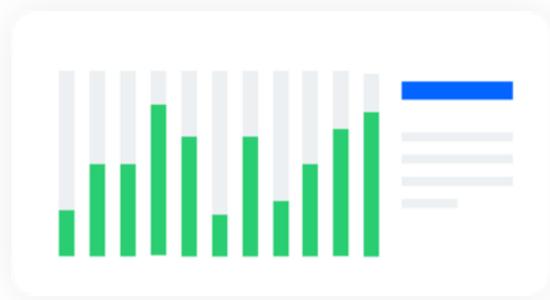
Training sessions

Before platform launch, Philips marketers were provided instructions and training on how to use the platform, features and workflows, as well as training sessions after platform launch.



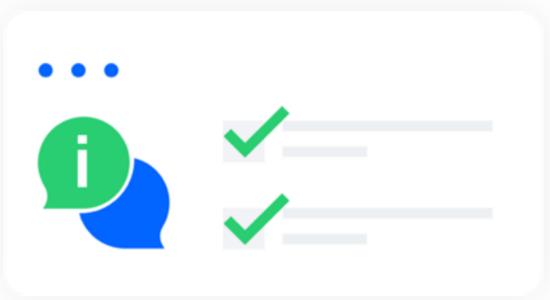
New features

Since platform launch, new features have continuously been added and the DARYL platform is constantly improving with additional capabilities.



Support

For continual improvement and development, DanAds offers ongoing development services and support for the DARYL platform.



Ongoing partnership

As part of the ongoing partnership, Philips and DanAds have regular meetings where platform performance is followed up on, discussions and prioritizations of new features to implement and planning of future releases are held.

Exceeding Philips DARYL expectations and forecasts

The DARYL platform solved the original pain points Philips had

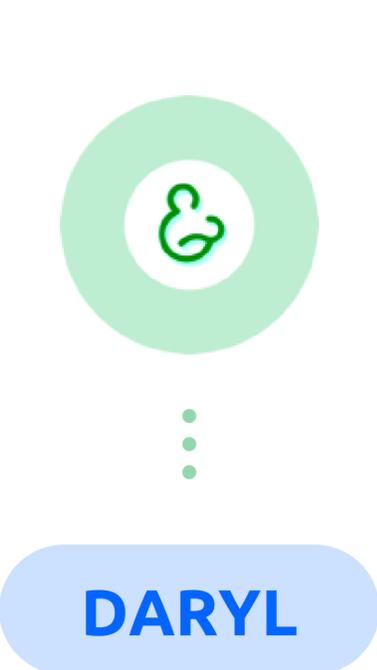
- No flexible way to manage advertising content
- A need for optimization of the marketing budget spent on external advertising
- Inability to create narrow targeted campaigns, manage the results and performance in-house



As a result, DARYL far exceeded Philips expectations!

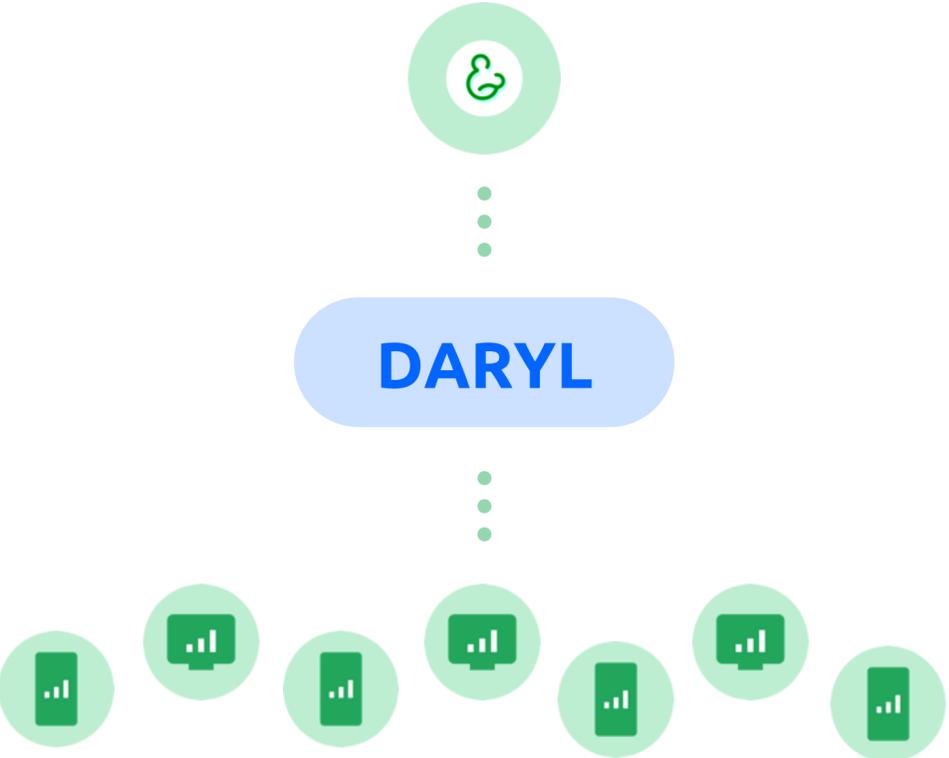


Short term realizations and future opportunities with DARYL platform



Short term:

To build and fully personalize the experience and in-app marketing for the users of the Pregnancy+ app.



Long term:

Opportunities to integrate DARYL platform with additional Philips apps, extending reach and channels of their global campaign management platform.

Using the DARYL platform and the most important features



Easy to use, and used every day

DARYL platform is used daily by Philips Digital+ team members and marketers in other Philips markets.



A way to establish partnerships with retailers

Going forward, Philips is considering establishing partnerships with retailers, and offering sales of advertising inventory and impressions directly in the DARYL platform.



Less media investment, better cost optimizations with DARYL

By automating the process for selling advertising space and impressions, less media investment will be needed and cost optimizations realized.



Full control of advertising content quality

The platform's enablement of ad creatives approval is considered a critical function by Philips, as quality of content and ads in the app is deemed to be of utmost importance.

In just one year

2,173
Ad campaigns

In just one year 2,173 ad campaigns were created by Philips marketers in the DARYL self-service platform.

\$5,000,000
In savings

Cost savings realized as internal CPM rather than actual spend in external channels, totaled to almost \$5,000,000.



DARYL self-service platform realized cost savings and increased sales revenue



Automated booking process

By automating the campaign booking process, the DARYL platform allowed Philips to significantly save costs on Direct Sales and avoid fixed fees incurred by traditional advertising partnerships & affiliate models used.



Increase of sales through higher display ad CTR

Through the DARYL platform, Philips achieved better targeting and higher quality ads, with Click Through Rates of 3 % (average for a display ad is ~0.35%), resulting in uplift of the brand for the Mother & Childcare products which was a major contributor to the increase of Mother & Childcare sales revenue.



The future of advertising is here

DanAds was founded in 2013 with a belief that transparency between advertisers and publishers is necessary to increase engagement, revenue and future scalability.

Through DanAds' industry-leading infrastructure for self-service advertising, global enterprise publishers and brands can secure future scalability in a controlled way. With our wholly customizable and white-labeled solution - DanAds Enterprise, the future of guaranteed advertising is finally here.

Find out more at www.danads.com

