



# Legacy.com<sup>®</sup>

## Overview

Legacy.com is a leader in the online memorial and obituary market and collaborates with more than 1,500 newspapers worldwide to provide ways for readers to express condolences and share remembrances of loved ones. Drawing more than 35 million unique visitors each month, it is one of the 50 most visited websites in the U.S.

Legacy.com helps people celebrate lives and legacies. It's a destination where users share memories and photos of friends and loved ones, as well as honor celebrities and everyday heroes. By providing visitors with easy-to-use search tools to locate death records, plus interactive resources to help them find advice and support, it generates more than 350 million page views each month from a broad and loyal audience.

## The Problem – Passbacks, Discrepancies & Latencies

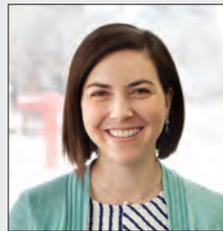
Legacy.com is the premier online obituary and memorial site reaching more than 35 million unique visitors per month. Because it attracts a wide audience of family-oriented consumers in the highly sought-after Baby Boomer segment, it's an ideal advertising outlet for marketers of financial, health & wellness, travel, consumer goods and other categories.

Looking for a better way to maximize its reach to advertisers, the company turned to automated ad serving. As a new entrant into world of automated advertising, the company realized that it had many options available for demand partners.

What it found, however, was that too many demand partners can create large discrepancies, considerable passbacks and huge quantities of manual labor that require a considerable amount of time and resources to manage. Though yield did increase, it was offset by the heavy workload that accompanied it, thus diminishing the returns of automation.



Utilizing the unified auction through Rubicon Project allowed us to save time on manual optimizations, and focus on other initiatives such as developing our deals, marketplace outreach and sales while continuing to grow our audience.



Joelle Radtke  
Programmatic Yield  
Manager  
Legacy.com



## The Solution – Adopting the Unified Auction

Enter Rubicon Project. In August 2014, it proposed the concept of moving Legacy.com away from the traditional, hierarchical waterfall structure it had been using, to Rubicon Project's Unified Auction.

Acting as a central aggregator of supply and demand, the Unified Auction eliminates complex hierarchies by creating an arena wherein all supply is matched to competing demand based on a common set of business rules (i.e. instead of limiting supply + demand matches to the strict parameters of a waterfall structure). Within this environment, competition thrives as new and established advertisers compete holistically for publisher inventory and drive bid prices high.



## The Results – Increased rCPM and Efficiencies

After some consideration, Legacy.com agreed to try the Unified Auction strategy on a single ad placement. Testing on a 300 x 250, above-the-fold ad unit with high impression rates, it implemented the change in September 2014. The results were nearly instantaneous.

Within days, the company saw significant impact from consolidating workflows onto the Rubicon Project platform. By employing the Unified Auction, it found that discrepancies were significantly reduced and the need for manual input had been eliminated. More impressively, eCPM experienced a substantial increase of approximately 31%; while real CPM exceeded all expectations by skyrocketing to unprecedented proportions.

Based on this initial success, the company decided to expand the trial by testing on two additional 300 x 250, below-the-fold ad placements. After a three-month test, an analysis of the site showed that fill rate increased by 30% and eCPM increased 31%. This led to a site-wide net real CPM lift of approximately 90%, which demonstrates an increase of nearly 66% over the projected 24% rise expected during that season<sup>1</sup>. The results also showed a further reduction in discrepancies.

By taking advantage of Rubicon Project's advanced auction technology, Legacy.com was able to increase demand among bidders by encouraging more competition between buyers.

**eCPM:** Cost per mille (1000) impressions

**rCPM:** Real CPM = Fill Rate x eCPM

**Fill Rate:** 
$$\frac{\text{Paid impressions}}{\text{\# of total impressions sent to Rubicon Project tag}}$$

## The Outcome – Focusing on the Future

By streamlining the bidding and passback process, the Unified Auction has proven to be the right platform to meet Legacy.com's ad sales and ad operations needs. It has provided numerous benefits, including:

- Increased revenue and optimized yield
- Decreased inefficiencies that had resulted in lost opportunities and added hours of unnecessary work
- Refined strategy, enabling the sales team to focus on higher order tasks, such as its private marketplace and creative sales strategies

Since moving to the Unified Auction, the company has more time to act strategically instead of utilizing its valuable resources to manage less important tasks. Today, with more than six months of favorable results, the company is in the process of expanding the Unified Auction across the Legacy.com site.

<sup>1</sup>September 2014 - November 2014