

Do Your Ads Consistently Under Deliver?

Causes And How To Solve It

voiro

What's Inside

— Why Is Underdelivery So Problematic?

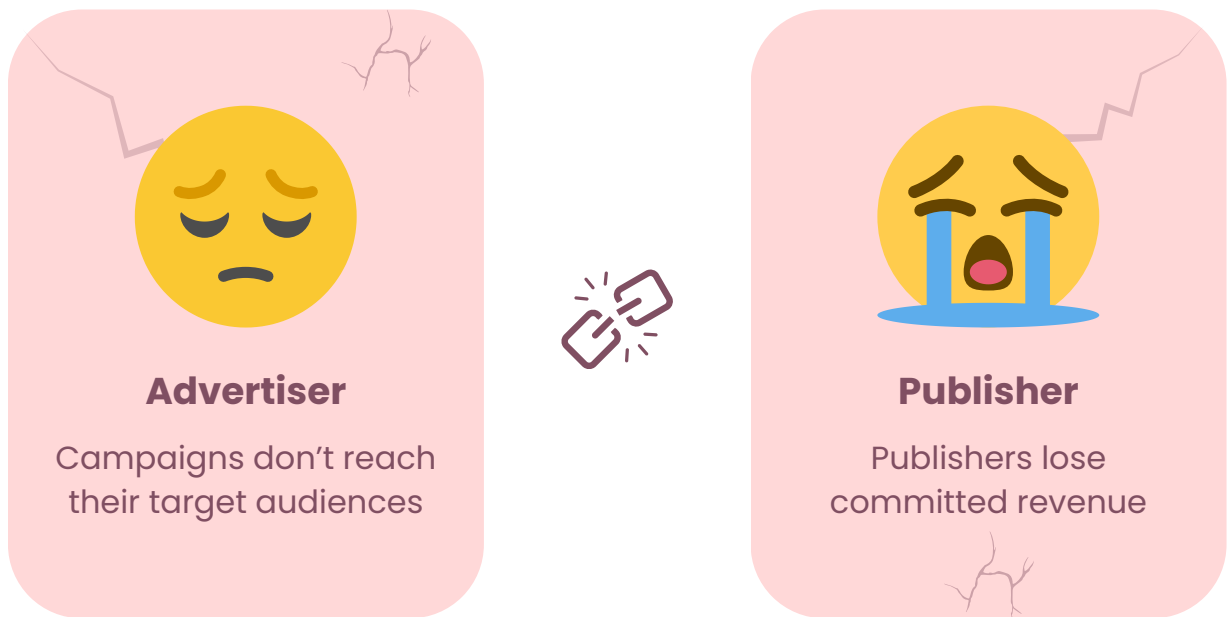


— What Can Publishers Do About It?



— Solve Underdelivery With Voiro





Advertising under delivery is a major challenge for publishers like you and one that needs to be addressed in order to ensure that your advertisers receive the full value that they have paid for.

Advertising under delivery occurs when your ad campaigns fail to reach the intended audience, or when they fail to deliver the expected level of engagement or performance.

This can result in a lower return on investment for your advertising partners, which can harm your reputation. There are a number of reasons that cause your advertising campaigns from reaching your audience.

- × **Ad fraud:** Fake traffic or impressions
- × **Technical issues:** Ad server errors or problems with ad tagging
- × **User behaviour:** Ad blocking or users quickly skipping past ads

While you cannot expect your users to change their behaviour, you can find solutions to technical issues and ad fraud. But there are certain things that you pay less attention to in your AdOps workflow, that is directly contributing to under delivery. Let's look at under delivery in detail.

Underdelivery: Let's Look At It Closely

Understanding underdelivery requires getting to the root of the problem. From a publisher's point of view, a campaign fails to deliver if it cannot reach a sufficient audience within its committed timeframe. This could happen for several reasons:

What Causes Underdelivery?



Narrow Targeting



Poor Understanding of your Audience



Poor Monitoring

Narrow Targeting: Selling an audience that doesn't exist is one common reason for underdelivery. In simple terms, selling a campaign targeted at women to run on a website with a dominantly male audience is always likely to cause problems. And while this oversimplifies the matter, this problem is real when selling hundreds of campaigns using dozens of different targeting parameters.

A poor understanding of your audience: A direct sales team can't sell well if they don't understand the inventory that they have at their disposal. Without audience data, there is no way for a salesperson to know if they should make a given sale, negotiate different targeting, a different date range, or make any other changes that could lead to better outcomes.

Poor monitoring: Campaign management is a real-time activity. Campaigns can go off track for all kinds of reasons: unexpected changes in audience, oversold inventories, modifications to the campaigns themselves, and many more. These are all solvable problems, but for teams to solve a problem, they first need to know that the problem exists.

So What Can Publishers Do About It?

The problems listed above all come down to two issues, at their core: **data and communication**. High-performing publishers have their data in order; giving their teams access to all the numbers they need in order to make good decisions. There are no questions about the quality or availability of data, and these businesses generally democratize their data to make sure everyone who needs eyes on it has them.



With the problem of data solved, teams often still fail to communicate effectively with each other. Offline methods of communication - email, slack, and so on - are notoriously poor for sharing data and tracking decisions within or across teams. The best publishers make sure that their teams are always on the same page whenever it comes to their ad operations and handoffs between their sales and ops teams.

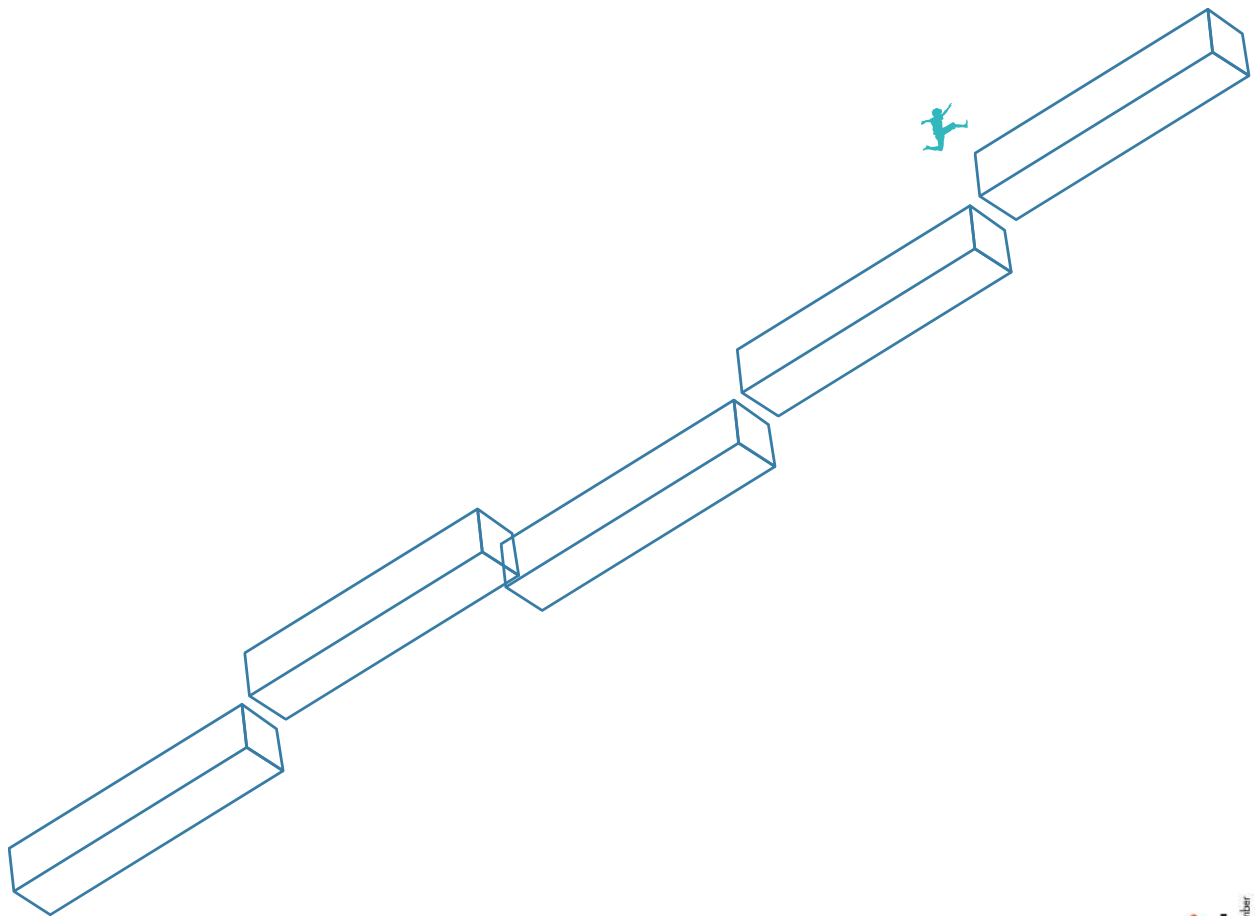
Solving Underdelivery With Vairo

Vairo is a campaign management platform that reduces publisher underdelivery. Vairo delivers accurate, real-time ad sales and delivery data that your teams can depend on. We generate risk alerts so your teams can react to possible underdelivery before it happens. And we make it really easy for sales, ops and finance teams to collaborate on a single platform. If you think that your underdelivery levels are too high and are interested in bringing them down, we'd love to talk. Write to us at contact@vairo.com or visit www.vairo.com today.



Who Are We


Voiro builds a technology product focused on publisher profitability. Our Order Management System significantly automates ad operations, manages all the data needed to make revenue-generating decisions, and keeps costs low. Interested in building a more profitable ads business? Talk to us today.




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