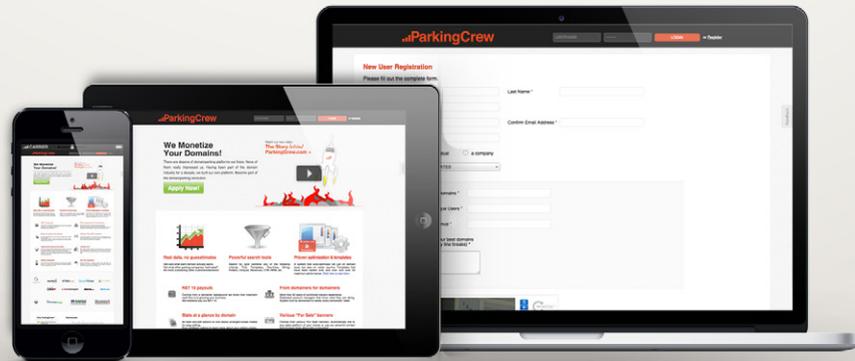


TEAM INTERNET AG CALLS IN 51DEGREES TO MAXIMISE CUSTOMER'S ADVERTISING IMPACT

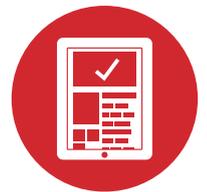


FAST FACTS

COMPANY NAME: Team Internet AG (A Matomy Media Group Company)

SECTOR: Digital Advertising

WEB ADDRESS: <http://www.teaminternet.de/>



COMPANY INFORMATION

Team Internet AG, a Matomy Media Group company founded in 2010, is a leading provider of services in the direct navigation search market.

The company grew from the domain monetisation space. The founders believed there was a significant lack of suitable solutions in the marketplace and grasped the opportunity to fill the gap with their own purpose-built platform. Team Internet has evolved to become a specialist advertising technology company, focusing on providing scalable monetisation solutions and platforms. Its main products include Parking Crew, which provides monetisation services to domain owners; and DNTX, an advertising marketplace for desktop and mobile traffic sources. Team Internet's products currently reach more than one billion visitors per month.

THE CHALLENGE

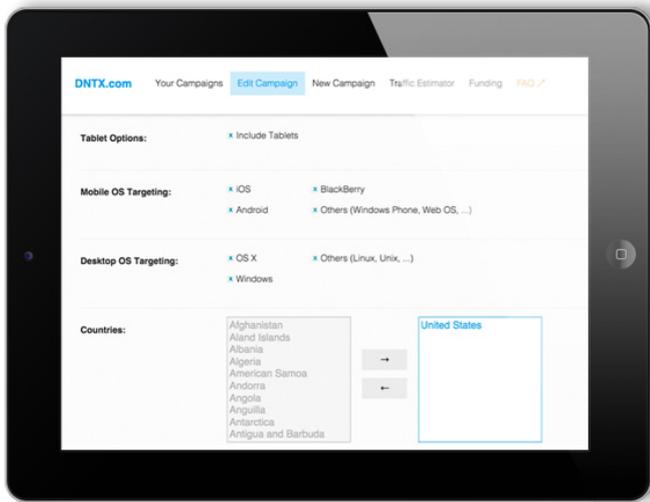
Prior to the implementation of the 51Degrees device detection solution, Team Internet used an established device detection library. However, it was not detailed or granular enough to reliably offer the device details requested by its customers. Parking Crew and DNTX needed to accurately identify the user's device so that advertisers using Parking Crew and/or DNTX products could ensure their ads were both targeted and relevant to maximise results and revenue.

For DNTX, built on Node.js, customers buying targeted traffic sought more detailed information and granular control over the traffic they purchased. For example, customers wanted the flexibility to target particular campaigns to specific devices in selected countries.

The Parking Crew service had similar challenges, mainly because the existing device detection solution lacked the ability to accurately differentiate tablet devices. It is crucial that companies recognise the importance of mobile users and ensure that websites are optimised for all devices. By immediately excluding tablet users, a large proportion of customers did not experience an optimised, tablet-friendly webpage. For advertisers, it is possible that some adverts may not have appeared in full or may not have been visible at all. Team Internet understood the lack of tablet identification could severely affect revenue and brand reputation.

"51Degrees offers the best accuracy and performance. It was the obvious choice."

Mario Witte | CTO, Team Internet AG
(A Matomy Media Group Company)



EXAMPLE CAMPAIGN SETTINGS

SOLUTION

Team Internet determined it needed to replace its existing solution with a more accurate and reliable professionally maintained product. After testing various solutions, Team Internet selected 51Degrees due to its superior accuracy and speed.

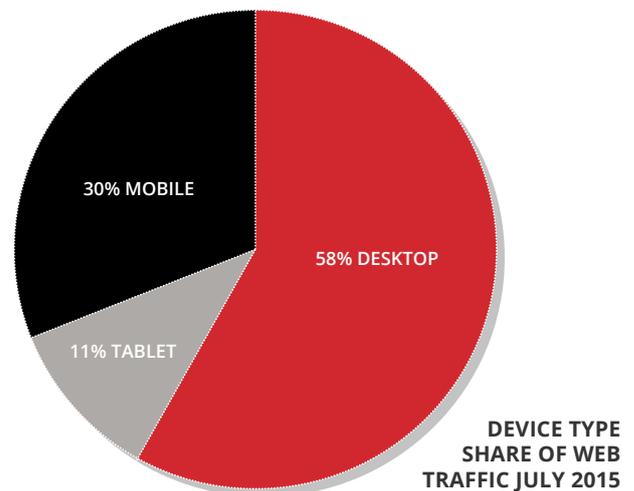
Team Internet found that 51Degrees can detect more than 290,000 unique combinations of browser, operating system and hardware across a database of nearly 27,000 devices. Essentially, if any smartphone or tablet hit any of Team Internet's customer sites, 51Degrees is able to detect it quickly and accurately.

The selection of 51Degrees was further cemented by superior customer-support levels from the 51Degrees team; the customer service team was readily available throughout the test and ensured the implementation ran smoothly. During the process, it became apparent that the existing API was not available in Team Internet's preferred Node.js. 51Degrees' developer community quickly solved this by creating a Node.js solution to work alongside PHP.

BENEFITS

ParkingCrew has experienced a significant improvement in the accuracy of detecting devices since partnering with 51Degrees. Prior to the implementation of 51Degrees it experienced difficulty recognising and correctly targeting tablet devices. This has been resolved thanks to the intuitive and granular nature of the 51Degrees solution. ParkingCrew can now build targeted landing pages that are optimised for tablets and allow navigation by finger rather than mouse.

Team Internet carried out an A/B test to measure the accuracy of the new solution and found a significant increase in the number of templates connecting to the correct end user. This improvement directly impacts revenue, ensuring Team Internet's advertising clients are targeting in the optimal manner and that the overall web experience is optimised for each end user, no matter the device they are using.



THE FUTURE

Team Internet intends to use 51Degrees to assist in identifying increasingly relevant criteria, such as screen size, input methods, bearers and price bands. It will also be looking at targeting specific OS and device combinations to offer improved detail and granularity to their advertisers ensuring they remain a market leading ad technology company.

Want to find out more?
Visit WWW.51DEGREES.COM

Want to speak to someone?
Call us on +44 118 328 7152

Or, email our team on
SALES@51DEGREES.COM

WHO ELSE IS USING 51DEGREES?

