RICHARDS GROUP CUTS WASTE AND BOOSTS MOBILE PERFORMANCE WITH SIZMEK HTML5. Default ads down by 75%, interaction increases to more than 14%.

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### Marketing goal:
Optimize mobile performance

The Richards Group. Inc. is the largest independent branding agency in the United States and a technology leader. Back in 2013, the agency's overall mobile interaction rates were at .77%, with default rates (when a static backup ad must be served to a Flash-incompatible device) of 12.3%. While those figures were right in line with the industry averages, the agency wanted more for its clients.

Richards knew it was time to transition from Flash. They wanted a way to rapidly create, deliver, and measure engaging HTML5 ads that would render properly on every device.

Solution: Sizmek Ad Builder for HTML5

The agency decided to adopt an HTML5-first mindset, showing foresight as acceptance of Flash continued to wane. When producing a major campaign for a family-oriented advertiser in the spring of 2015, the Richards Group committed to developing the campaign exclusively in HTML5, ensuring that it would be delivered on all screens as it was meant to be seen. Reaching their target audience via mobile was especially important given busy parents' need to know at a glance locations and pricing.

Its developers began coding in HTML5 and also using Sizmek's Ad Builder for HTML5 to easily create sophisticated in-app and mobile-web expandable units. The ads took advantage of the dynamic capabilities of the Sizmek MDX platform to deliver features like sequential messaging and geo-targeted discounts. More important, the ads were compatible with every kind of consumer device – mobile or otherwise.
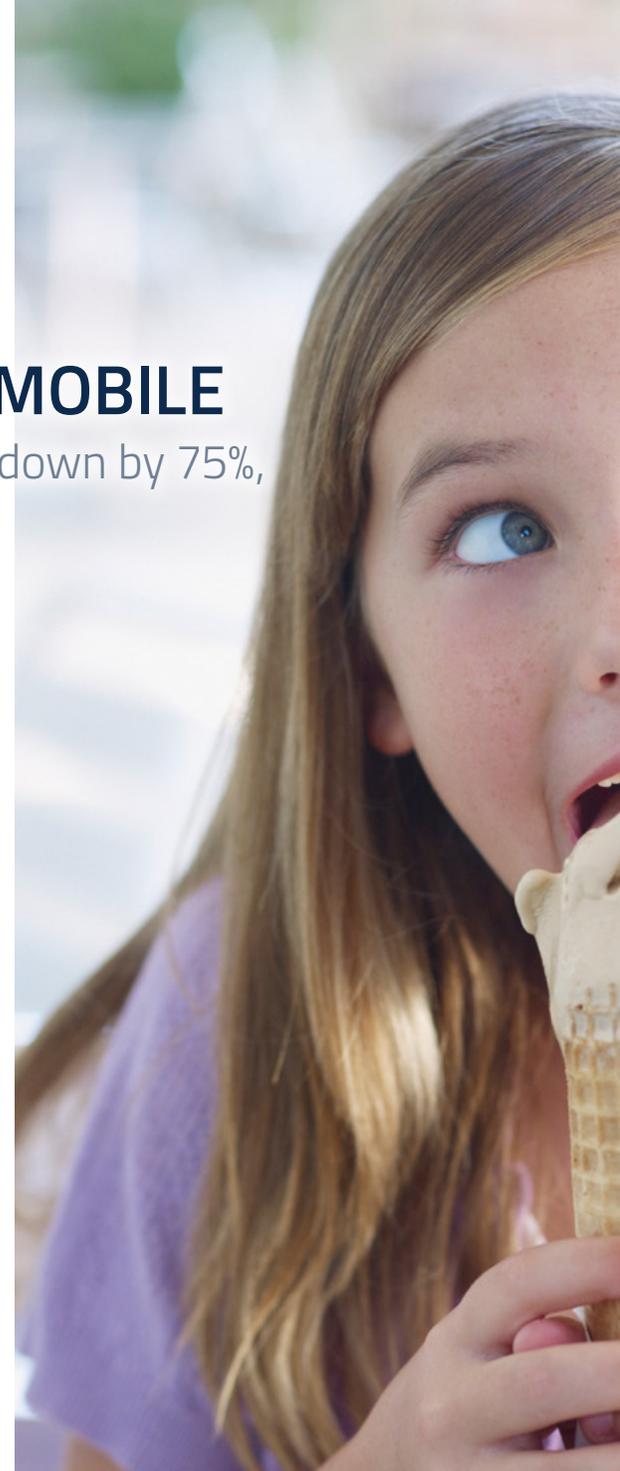
"SIZMEK'S TOOLS HELPED US STAY WAY AHEAD OF THE CURVE."

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Many agencies are still using Flash because of the perceived complexity of switching, but Sizmek's tools have helped us stay way ahead of the curve. Now our online ads run across all devices, extending the reach of our best-performing creative.

**CHAD BULL
INTERACTIVE PROGRAMMER, CLICK HERE LABS
(A DIVISION OF THE RICHARDS GROUP)**

As soon as we shifted to Sizmek HTML5, we noticed a drop in the default ratio and higher interaction rates. This led to collaborations with partners who were HTML5 Sizmek-certified and allowed us to traffic HTML5 across all desktop and mobile inventory.

**JESSICA BLANCOVICH
BROADCAST AND DIGITAL TRAFFIC MANAGER,
THE RICHARDS GROUP**

Results: Interaction rate jetted up to 14.22%; waste down 75%

The shift paid off. Default rates plummeted, and the creative use of dynamic content made the ads highly personalized, relevant, and engaging – resulting in soaring interaction rates.

The Richards Group's overall default rate is now roughly one-tenth of Sizmek's global benchmarks.

Outstanding success with HTML5

Interaction Rate Increased 1822%

Default Rate Declined 75%

	2013	2014	2015

Legend: ■ Interaction rate ▬ Default rate
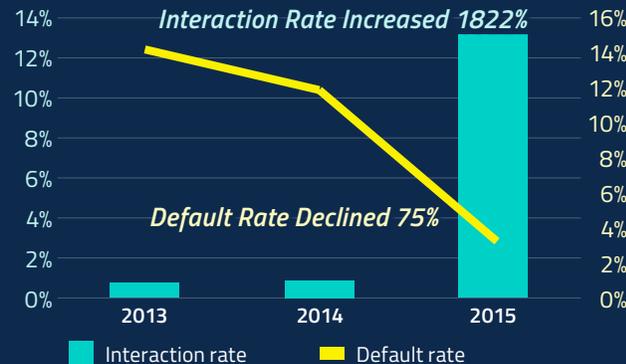
Find out how Sizmek can help you achieve outstanding interaction rates and more by contacting your account representative or emailing **info@sizmek.com**.

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