

Allrecipes.com scales operations and revenue through its partnership with AdReady



Allrecipes.com, the web's largest and fastest growing food and women's lifestyle brand, attracts more than 12 million active, engaged and influential household purchase decision makers each month. Naturally, companies of all sizes seek to interact with these consumers at the exact moment they plan their shopping activities.



Allrecipes' sales team realized that an equal amount of time and resources were required to manage a small account as a large account. To scale its business to keep up with rising demand, Allrecipes needed to create efficiencies in its media sales and ad operations while not sacrificing client satisfaction or campaign results. How could Allrecipes provide smaller advertisers with the attention and service they deserved using a turn-key, cost-effective solution, while at the same time increase efficiencies in its sales and support departments? To find the answer, Allrecipes partnered with AdReady, and within six months produced solid results in several areas.

Sales Efficiency:

Allrecipes needed to allocate a level of Sales, Account Services and Operations support to advertisers at a level commensurate with the amount of media that such advertisers purchase. *The company outsourced its ad operations, trafficking, and billing efforts for smaller clients to AdReady.*

New satisfied clients:

By leveraging a private labeled version of AdReady's market leading display advertising platform and using a small number of dedicated resources to manage smaller clients, Allrecipes added new advertisers to its roster of clients. *In Q4, the close rate on all RFPs for the campaigns of smaller clients reached a staggering 78%.*

Increased Yield:

Allrecipes has a premium brand and has aggregated a highly desirable, target audience. Rather than providing unsold inventory to "remnant" ad networks or defaulting to house ads, Allrecipes now sells this inventory directly, in an automated manner, to advertisers who truly value the Allrecipes audience.

The AdReady For Publishers solution enabled Allrecipes to maintain ownership of its advertiser relationships by managing advertisers directly through the co-branded solution. Allrecipes maintains control of the types of ads advertisers run and eliminates the risk of being disintermediated from its advertising partners. As a result, Allrecipes can place more relevant ads on its site, which improves the consumer experience and generates a higher yield for the company.

Results:

Within its first year of working with AdReady, the incremental revenue managed through this partnership will account for 5% of Allrecipes annual advertising revenue.