



EQUINIX CUSTOMER SUCCESS STORY

BRIGHTROLL



Leading video advertising platform builds world's fastest real-time bidding exchange for video ads on Platform Equinix™, slashing network latency by 80% and increasing successful bids by 48%.

Executive Overview

BrightRoll wanted to build the world's fastest real-time bidding (RTB) solution for digital video advertising, a business in which milliseconds make the difference between a completed transaction and a missed opportunity. The company expanded its technology infrastructure by locating its video ad exchange in Equinix data centers and interconnecting directly to exchange participants to circumvent the public Internet. This significantly reduced latency and improved matched transactions on the exchange, increasing business opportunities and revenues for all participants.

The Customer

BrightRoll operates the world's largest independent video advertising platform, powering digital video advertising for the world's largest brands, including 90% of the top 50 U.S. advertisers and 17 of the top 20 advertising technology companies.

Business Challenge

Real-time bidders must analyze advertising opportunities and submit bids within a mere 100 milliseconds (0.10 seconds), according to Forrester Research. The faster bidding happens, the higher the likelihood that ad buyers and sellers will find a match. This translates into higher transaction volumes, which in turn delivers higher revenue for ad sellers and greater business opportunities for ad buyers.

Despite the extreme time sensitivity of the RTB process, many exchanges still use the Internet to conduct transactions. This results in unpredictable lag times, or latency, in the time required for information to travel from the ad exchange to the bidder and back. Spikes in Internet latency, which happen often and erratically, can cripple an ad exchange because the delays prevent buyers from making timely bids on available ads. Latency, for an RTB exchange, means lost business and revenue.

For these reasons, BrightRoll wanted to create an RTB solution for digital video ads that minimizes data latency between bidders and the exchange. By slashing the time data spends in transit, BrightRoll gives prospective ad buyers precious additional milliseconds to match available ad inventory with their customer targets, thus boosting advertising ROI.

Solution and Value Realized

BrightRoll wanted to build a video RTB exchange that wasn't vulnerable to Internet congestion and volatility. The company realized it had to create a network architecture for ad exchanges that could guarantee participants faster, more reliable connections. For this, BrightRoll turned to Equinix.

Building on Equinix's industry-leading interconnection platform, BrightRoll created the industry's first ultra-low-latency video advertising exchange. The company co-located its BrightRoll Exchange (BRX) platform in Equinix data centers to take advantage of the facilities' direct connections to many high-speed networks and advertising industry partners. Direct connections eliminate the need to worry about unpredictable network routes and performance. For example, it takes about 50 milliseconds to contact a server over public networks; via direct connections, it takes a mere 2 or 3 milliseconds.

By deploying BRX infrastructure in Equinix's network-rich data centers, BrightRoll launched VideoRTB+, the fastest RTB solution in the digital video ad industry. VideoRTB+ slashes

Business Results

BrightRoll achieved impressive gains by using the Equinix Ad-IX™ platform instead of public networks for its video ad exchange:

- Slashed RTB network latency by 80%
- Raised the successful bid rate by 48%—resulting in a corresponding increase in potential revenue for all transacting parties

network latency by 80%, as compared to operating similar video ad exchange services over public networks. Because information travels faster through VideoRTB+, bidders can use the additional milliseconds saved in data transit to analyze available ad impressions and calculate their bids.

BrightRoll worked with demand-side platform leader Rocket Fuel to test changes in ad response rates using VideoRTB+ instead of a public network connection. The companies measured significant gains in completed transactions for video ads—a 48% increase in successful bids, in fact. By increasing matched transactions, exchange participants boost potential revenues as well as business opportunities.

VideoRTB+ on Platform Equinix outperforms the Internet

Connection Type	Average Network Latency	Worst-Case Latency	Successful Ad Response Rate
Public Networks	2.087 milliseconds	≈60 milliseconds	2.38%
BrightRoll VideoRTB+	0.399 milliseconds	0.495 milliseconds	3.52%
Improvement Gain	80.90%	99.20%	47.90%

“Our platform is designed to meet the explosive growth we’re seeing across the video advertising industry, and we needed a partner with the scalability to match these increasing demands. As BrightRoll and our partners continue to expand internationally, Equinix has a global footprint to support this growth, and their reputation for reliability and flexibility in network data providers was paramount in our decision.”

— Christopher Amen-Kroeger, Senior Vice President of Engineering, BrightRoll

Only Equinix

VideoRTB+ is only available in Equinix data centers: it’s exclusive to BrightRoll partners co-located in Equinix International Business Exchange™ (IBX®) facilities. The VideoRTB+ solution is initially available in Equinix’s Silicon Valley and Washington, DC, campuses. BrightRoll plans to expand the service internationally through Equinix’s global platform.

“We’ve seen strong interest in VideoRTB+ among buyers on our platform. This joint offering with Equinix reinforces BrightRoll’s position as the most advanced real-time platform for video advertising buyers,” said Tim Avila, Vice President of Product Marketing, BrightRoll.

Equinix’s global, secure and vendor-neutral interconnection platform is emerging as the convergence point for the online advertising industry. More than 145 ad networks, ad agencies, demand-side platforms, supply-side platforms and data aggregators now participate in Equinix’s Ad-IX ecosystem for these business benefits:

- Connect directly to the largest number of online advertising industry partners available anywhere: buy-side, sell-side, intermediaries and data providers
- Exchange data and conduct transactions at speeds not available over the Internet and public clouds
- World-class security and availability with proven 99.999% uptime

The Equinix Ad-IX ecosystem enables participants in the digital advertising industry to integrate their business into global advertising workflows from strategic centers of connectivity around the globe. Equinix data centers hosting Ad-IX ecosystems offer direct access to a high concentration of digital advertising players. For more information on connecting your business to Platform Equinix or Ad-IX, contact Ad-IX@equinix.com.

About BrightRoll

BrightRoll is the largest independent video advertising platform for reaching audiences across Web, mobile and connected TV. The company powers digital video advertising for the world’s largest brands, including 90% of the top 50 U.S. advertisers and 17 of the top 20 advertising technology companies. The platform enables advertisers to reach four out of five video viewers online and consistently ranks among the top two video ad platforms in ads served. As a result, BrightRoll technology collects and analyzes hundreds of billions of data points monthly, enabling real-time decisions that drive ROI for advertisers.

About Rocket Fuel

Rocket Fuel delivers the leading programmatic media-buying platform at big data scale that harnesses the power of artificial intelligence to improve marketing ROI. Rocket Fuel’s Advertising That Learns™ technology empowers media teams to focus on strategy, not spreadsheets. Awarded #4 on Forbes’ 2013 Most Promising Companies in America list, Rocket Fuel was founded by online-advertising veterans and rocket scientists from NASA, Yahoo!, Salesforce.com, and DoubleClick.

About Equinix

Equinix, Inc. (NASDAQ: EQIX), connects more than 4,400 companies directly to their customers and partners inside the world’s most networked data centers. Today, businesses leverage the Equinix interconnection platform in 31 strategic markets across the Americas, EMEA and Asia-Pacific.