



DFP SETUP AND TRAINING

Being part of Richard Branson’s world renowned Virgin Travel Group and with a reputation based on premium guest experience, quality, and innovation, Virgin Australia attracts a lot of interest from brand advertisers. The Group decided to bring media sales in-house in 2015.

GOALS

- Bringing ad inventory management in-house
- Sell & traffic direct ad campaigns
- Increase in-house expertise through training

ABOUT australia

The Australian leg of the world renowned Virgin Group

20m+
impressions per month

APPROACH

- Setup DFP SB account with optimal ad unit & placement structure
- Troubleshoot tag implementation
- Train Virgin Australia Sales team on UI, forecasting, trafficking and reporting in DFP.



RESULTS

- Sales team managing direct ad campaigns
- Site sell-through rate up to 90%

PUBLIFT WERE APPROACHED ABOUT ASSISTING VIRGIN AUSTRALIA WITH THE MIGRATION TO THEIR OWN MEDIA SALES PLATFORM (DFP).

As a Google Certified Partner, Publift supports Google publisher products like AdSense, DFP and AdExchange. Publift gathered Virgin Australia’s site requirements then, setup and supported the development team with the tag implementation. Publift then trained the Virgin Australia sales team on forecasting, trafficking and reporting in the DFP UI.

“Publift made the transition to DFP very simple. They showed our (non-technical) sales staff how to use DFP, effectively enabling us to confidently manage our own media sales in-house”.

Amy Bowd - Media Manager, Virgin Australia

