

# RTB HOUSE Recommendation

March 2017

**RTBHOUSE** =

# What is RTB HOUSE?



*guaranteed* **ROI / ROAS**

**ROAS保証型**ダイナミック  
リターゲティング広告

# RTB HOUSEの歴史

AND CREATES OPPORTUNITIES  
FOR DYNAMIC EXPANSION

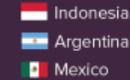


RTBHOUSE

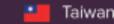
January



February



April



May



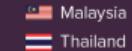
October



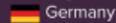
July



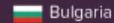
October



January



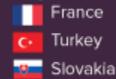
March



April



May



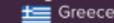
June



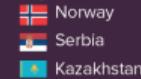
July



August



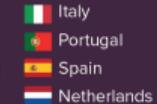
September



October



December



October



2012

2016

2015

2014

2013

# クライアントの例

trivago®

aukro

PHILIPS



O<sub>2</sub>



ToysRUS  
& BABIESRUS

Priceza

SHOP AT 24  
.COM



SALE STOCK

# SSP接続先一覧



# 広告サンプル



# 配信までの流れ

*We discuss your  
business goals and  
strategy*

1.

ディスカッションによる  
ビジネスゴールの設定

*RTB House sets up  
a campaign  
tailored to your  
needs*

2.

RTB HOUSEに  
よるテイラー  
メイドのキャ  
ンペーン作成

*You approve the  
campaign and the  
parameters*

3.

キャンペーン、  
クリエイティ  
ブ、タグ設定  
の承認

*The campaign  
launches and we  
optimize it along  
the way*

4.

配信開始と最  
適化の推進