

PUBLISHER CASE STUDY



SITUATION

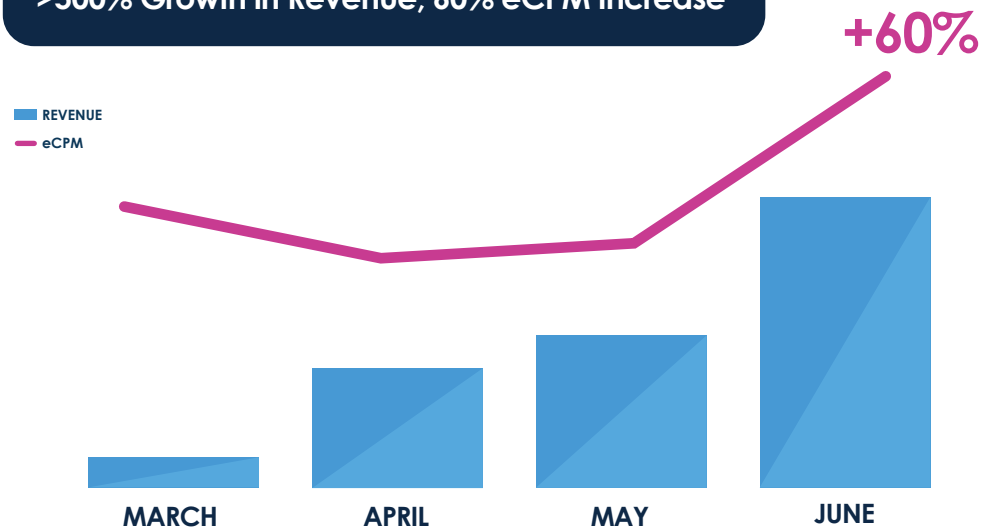
- Responding to broader market shift with an all-in programmatic strategy in order to minimize sales costs and maximize profits through media sales automation
- Sought revenue and yield growth across portfolio of more than 15 niche properties

RESPONSE

- Adopted full Improve Digital 360 Platform in March 2015
- Engaged Improve Digital services team to 'kick start' programmatic operating model
- Pursued holistic optimisation across display, rich-media portfolio, pre-roll/in-stream video, and serving for direct sold campaigns

RESULTS

3 MONTH IMPACT
>500% Growth in Revenue, 60% eCPM Increase



Source: Improve Digital's 360 Platform

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QUICK FACTS

ABOUT IMPROVE DIGITAL

Improve Digital delivers a monetisation platform to empower premium publishers across Europe, maximising their revenue from programmatic sales.



Founded
in 2008



+80.000
Advertisers



+250
Publishers



+100
Employees



Offices in
NL, UK, ES, DE & BE



Cloud-
Based



Data
Driven



+3,500
Buying Partners

The company works with over 250 of the top publishers and media owners in Europe and, through them, supports the marketing efforts of tens of thousands of advertisers.