

PUBLISHER CASE STUDY



SITUATION

Growing programmatic offering and building an holistic programmatic strategy

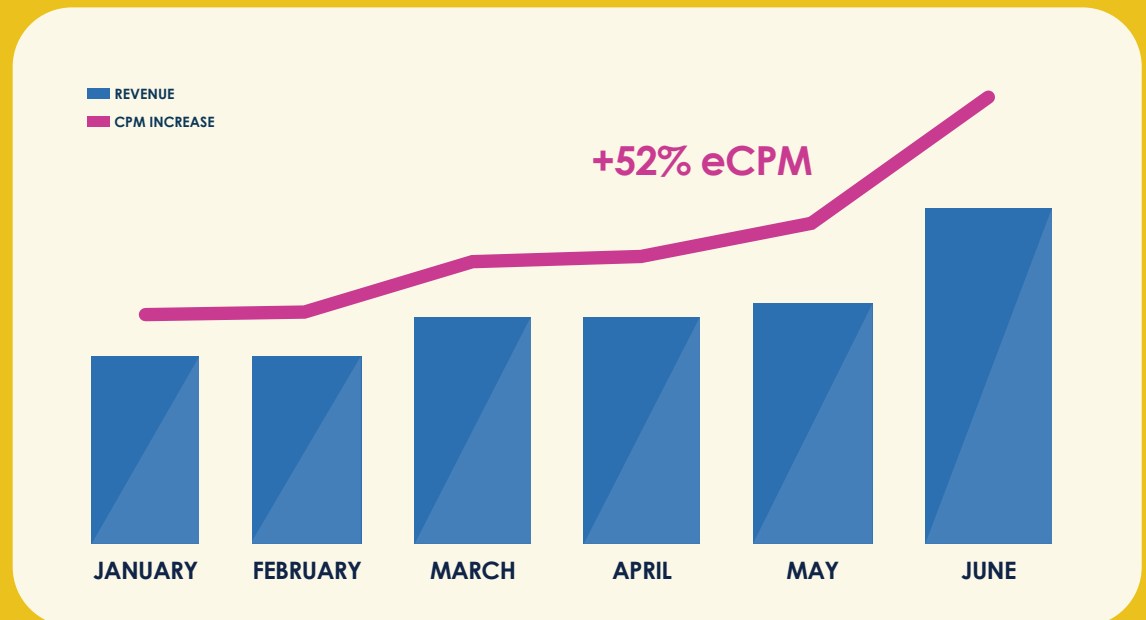
RESPONSE

- Adopted Improve Digital's 360 Platform for holistic optimisation
- Allowed programmatic campaigns to holistically compete to achieve the highest possible price per impression
- Maximised control over bidding and pricing process using 360 Platform's advanced Pricing Control capabilities
- Increased efficiency due to automatic optimisation and granular reporting within the 360 Platform

RESULTS

6 month impact

+80% Growth in revenue, **+52%** eCPM increase



Source: Improve Digital's 360 Platform, 1st semester 2015.

PUBLISHER CASE STUDY



For more information, feel free to contact one of our local offices:

LONDON
+44 207 90 71 424

MADRID
+34 638 09 11 56

AMSTERDAM
+31 202 620 277

MUNICH
+49 89 189 499 80

ANTWERP
+32 468267048

BARCELONA
+34 697 389 916

info@improvedigital.com
www.improvedigital.com

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.