

PUBLISHER CASE STUDY



SITUATION

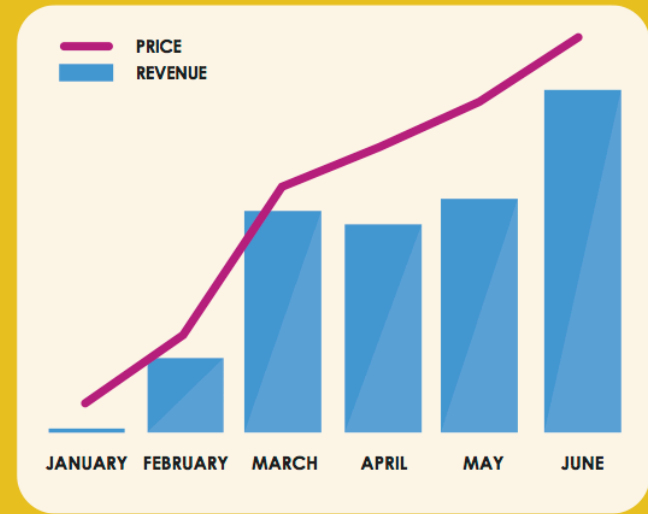
- 1 Continued investment and focus on a clear programmatic premium strategy
- 2 Historic reliance on traditional "waterfall" serving was a challenge, limiting potential revenue and pricing gains

RESPONSE

- Adopted Improve Digital's 360 Platform for holistic inventory optimisation
- Employed serving and campaign selection capabilities more dynamic than a "waterfall"
- Leveraged Improve Digital's considerable 'demand' reach to access new budgets via RTB
- Maintained control over bidding and pricing process with 360 platform's advanced Pricing Control Centre capabilities

RESULTS

- 470% programmatic revenue growth due to focused strategy and market reach
- 60% programmatic video revenue growth within 4 weeks of video launch
- Holistic optimisation ensures every impression commands the highest price
- 400% higher eCPMs due to holistic optimisation



Source: ID internal research, 2015