

TAMEDIA CASE STUDY

+60% growth in programmatic video revenue within 30 days with Improve Digital



tamedia:

SITUATION

1

Tamedia's VAST video campaigns were running in a waterfall set-up within the ad server

2

Tamedia wanted to improve their current set-up to ensure highest price per impression and increase optimisation efficiency



RESPONSE

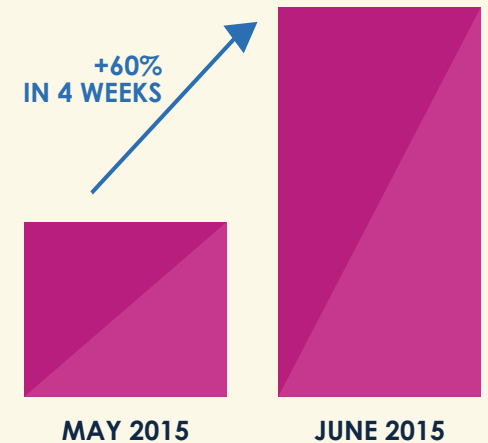
- Adopted Improve Digital's 360 Platform for holistic inventory optimisation
- Served and optimized direct VAST video campaigns in 360 Platform
- Reached additional budgets via RTB and Deal IDs
- Carefully managed bidding and pricing with 360 Platform's advanced Pricing Control Centre



RESULTS

- Holistic optimisation ensures every impression commands the highest price
- 60% more revenue in programmatic video business within 30 days
- Increased efficiency due to automatic optimisation and granular reporting

Programmatic Video growth - revenue



Source: ID internal research, 2015

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ABOUT TAMEDIA

Tamedia is a Swiss media group with its headquarters in Zurich. With its daily and weekly newspapers, magazines, online platforms as well as printing facilities, Tamedia is one of the leading media corporations in Switzerland. The company was founded in 1893 and has been listed on the Swiss stock exchange since 2000.

ABOUT IMPROVE DIGITAL

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Improve Digital provides an Advanced Monetisation Technology 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.

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