

AppNexus + Schibsted

Schibsted Norway Delivers 70% YoY Programmatic Growth After Adopting AppNexus Publisher Suite

THE CHALLENGE

Schibsted Norway needed to make its inventory more accessible to programmatic buyers to maximize yield

Schibsted Norway is a Norwegian media house that owns the nation's premiere newspaper, VG, as well as leading regional newspapers such as Aftenposten, Bergens Tidende, Stavanger Aftenbladet, and Fædrelandsvennen. Schibsted Norway is the largest media group in Scandinavia and also runs Norway's leading marketplace, FINN.no. Each month, Schibsted Norway's publications deliver quality news, entertainment and classifieds to over 80% of the Norwegian population.

As the region's leading digital media firm, Schibsted Norway prides itself on innovation and its willingness to go above and beyond for its advertising partners. Schibsted Norway's previous setup siloed inventory across a multitude of technology platforms, with guaranteed demand going through one ad server, programmatic going through another, and introducing new formats like native or video requiring still more platforms.

Alongside the operational challenges associated with managing multiple platforms, their setup created a disconnect between guaranteed and programmatic platforms, preventing buyers from accessing the most desirable impressions and limiting yield across Schibsted's inventory.

In order to fully realize its programmatic potential, Schibsted Norway needed a technology partner that could consolidate its advertising business onto a single, easy-to-access platform. The ideal partner would offer an open solution, and one that enables programmatic and direct demand to compete on an even playing field.

THE SOLUTION

Schibsted partnered with AppNexus for a unified monetization approach; enables programmatic demand by activating Open Dynamic Allocation

Schibsted Norway selected the AppNexus Publisher Suite as its state-of-the-art platform for ad serving and monetization.

AppNexus is an open platform with connections to third-party DSPs all over the world. This move made the publisher's impressions readily available to virtually any qualified buyer who wanted to bid on them.

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Anders Enger

*Head of Programmatic
at Schibsted Norway*



Schibsted Norway's advertising partners benefitted further from the shift due to the AppNexus Ad Server's Open Dynamic Allocation (ODA) feature. Paired with restructuring the publisher's line item priorities, ODA enables programmatic buyers to access inventory that was previously not available over RTB.

Furthermore, Schibsted partnered with AppNexus' product team to develop a new budget pacing algorithm for guaranteed delivery line items. The algorithm, known as **Forecast Shaped Pacing**, enables direct campaigns to more evenly distribute budgets throughout the day, which in turn opens up more inventory to programmatic demand during peak hours. This algorithm has since been rolled out across the platform, and Schibsted continues to partner with AppNexus to develop the next generation pacing algorithm.

"Rather than asking buyers to jump through hoops just to get to us, our new technology stack makes it easier than ever for advertisers to get the impressions they want," said Anders Enger, Schibsted Norway's Head of Programmatic. "It's no surprise that our partners have responded to this opportunity by significantly increasing their spend."

THE RESULT

AppNexus and Schibsted Norway deliver record programmatic growth

Since partnering with AppNexus, Schibsted Norway has seen its programmatic business grow 70% year-over-year, hitting daily and monthly programmatic revenue records on a regular basis. Because publishers in Norway report revenue data to an industry association, Schibsted has observed that their programmatic growth significantly exceeds the rest of the market.

"Partnering with AppNexus has been a gamechanger for our advertising business," said Per Håkon Fasting, Executive VP of Advertising at Schibsted Norway. "In addition to opening our inventory to new buyers via the AppNexus Publisher Suite, the AppNexus monetization team gave us a series of granular strategic insights that have helped us grow our revenues even further."

Schibsted Norway continues to diversify their product offerings to hundreds of buyers through the AppNexus Platform, including the migration of their video business onto the AppNexus Video Ad Server in the first half of the year, as well as expanding availability of native ad units through programmatic.

The elimination of several excess technology platforms has also freed up the Schibsted Norway ad ops team to spend more time on the value-generating strategic work to grow the firm's business.

Last but not least, restructuring line item priorities and enabling ODA was particularly impactful. "We saw an immediate uplift of 10% in revenue the first 14 days after implementing Open Dynamic Allocation," said Fasting. Continued improvements to priorities are planned to ensure programmatic can compete for Schibsted's most valuable users.

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Per Håkon Fasting

*Executive VP of Advertising
at Schibsted Norway*





About Schibsted

Schibsted Media Group is one of the world's leading online classified ads businesses, active in 22 countries around the world and reaching more than 200 million people worldwide. We are #1 in General Classifieds in 18 countries, including France, Spain, Sweden and Brazil. We are creating a global marketplace that touches people's lives —every day. We are empowering the world's economy and promoting sustainability by enabling anyone to sell and everyone to buy. We operate in established markets in Western Europe, as well as in emerging markets in Eastern Europe, Latin America and North Africa. Schibsted's online classifieds business has grown steadily over the years, and we will continue to grow. Our leading brands and superior traffic positions allow for increased monetization supported by clear focus on product development.

For more information, visit: www.schibsted.com



About AppNexus

AppNexus is a global internet technology company. We operate the world's largest independent marketplace for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Our scaled, real-time decisioning platform enables publishers to maximize yield and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at [@AppNexus](https://twitter.com/AppNexus) or visit us at appnexus.com.

