



CONDÉ NAST

Maximising Revenue Using OpenX Technology

Interview with Malcolm Attwells, Commercial Director at Condé Nast Digital Britain

What were Condé Nast's objectives for the partnership with OpenX?

In a rapidly changing online advertising marketplace, Condé Nast recognised that digital ad spend is increasingly funnelled into programmatic trading. To maintain impression revenue, we needed to make inventory available programmatically across our online publications, and so required a competitive partner in the open market to drive the bidding process and maximise CPMs. We chose to work with OpenX due to the company's established position as a trusted ad exchange.

What challenges did Condé Nast experience when implementing programmatic ad trading?

The key challenge for Condé Nast was to implement programmatic trading and simplify the inventory sales process without eroding our core direct sales proposition. Our aim was to sell inventory at the best possible price, rather than to sell every impression. This has been enabled using OpenX's Ad Exchange, which allows us to sell a portion of our inventory programmatically at the highest possible rate, while also maintaining our direct sales process in parallel and avoiding diluting relationships with advertisers that buy direct.

How important to Condé Nast is brand safety?

Condé Nast is very selective about the advertisers it chooses to work with and advertising must be effective from both an editorial and a commercial perspective. If a particular brand doesn't fit within the context of the brand this may create a negative experience for the reader. As an example, Condé Nast partners with different advertisers for Glamour than for House & Garden to ensure relevance for the differing reader demographics.

This focus on contextual relevance – and the view that advertising should enhance the reader's experience rather than interrupt it – continues with the digital arm of Condé Nast. Our brand safety measures are easily managed through direct sales and with OpenX's technology Condé Nast can also implement these safeguards when trading programmatically. By using white lists and black lists for particular brands or categories we can specify which advertisers are appropriate for individual sites.

How important to Condé Nast is ad quality?

Ad quality is extremely important to Condé Nast – as well as ensuring ads are contextually relevant, we also want to be sure they are well designed and that they enhance the appearance of our sites. We were confident working with a partner like OpenX because quality control is built into the foundation of their Ad Exchange, giving publishers the ability to systematically block individual buyers, creative, and content categories.

How much has your revenue increased since OpenX's bidder technology was introduced?

As a result of our partnership with OpenX, Condé Nast's programmatic advertising revenue has increased by over 50%.

