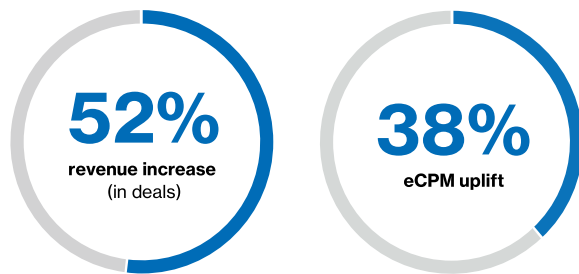


Case study

Rich Audience double deal revenue with ONE by AOL

At a glance

With a portfolio including over 300 direct publishers and 1000 properties, Rich Audience is quickly becoming the go-to network for Spain and now Latin/Central America. Rich Audience's clients benefit from brand safe inventory, important data and high impact impact formats.



Publisher's goals

Established in Spain Rich Audience wanted to expand their business beyond spanish shores. They already had relationships with DSP's but needed a technology partner that could enable them to be more efficient and boost revenues.

“ONE by AOL: Analytics provided us with game-changing insights across inventory audiences and our deal performance, but it was how simple and easy the tool was to use and the partnership and service of our Account Manager and Oath that has made this a winner for us. ”

– Manuel Merino,
Chief Operating Officer,
Rich Audience

How ONE by AOL: Publishers helped

Rich Audience chose ONE by AOL as their primary Video SSP to deploy and benefit from ONE by AOL: Video's deal functionality features and have experienced tremendous success, selling over 80 million impressions year to date. We have since invited Rich Audience to be an exclusive beta partner for our new ONE by AOL: Analytics tool and the results have been equally as impressive. Since turning on ONE by AOL: Analytics with ONE by AOL: Video Rich Audience have seen a 40% increase in the number of buyers and have more than doubled (2x) their deal revenues. These incremental gains are further highlighted through a 38% boost in eCPM's. ONE by AOL: Analytics provides game-changing insights across inventory audiences, cross device composition, deal performance and profitability and is packaged in an easy-to-use user interface.

Contact your Oath representative, email us at info-oath@oath.com or visit oath.com