

PREMIUM PUBLISHER CASE STUDY

Drives significant growth in programmatic revenue & yield



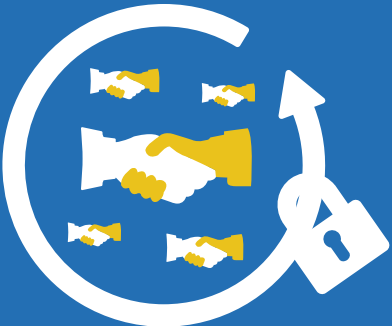
SITUATION

- 1 Publisher's programmatic strategy only sold inventory via RTB exchanges on a brand-blind basis
- 2 Concerned that inventory was undervalued and 'programmatic direct' ad spend was being missed

RESPONSE

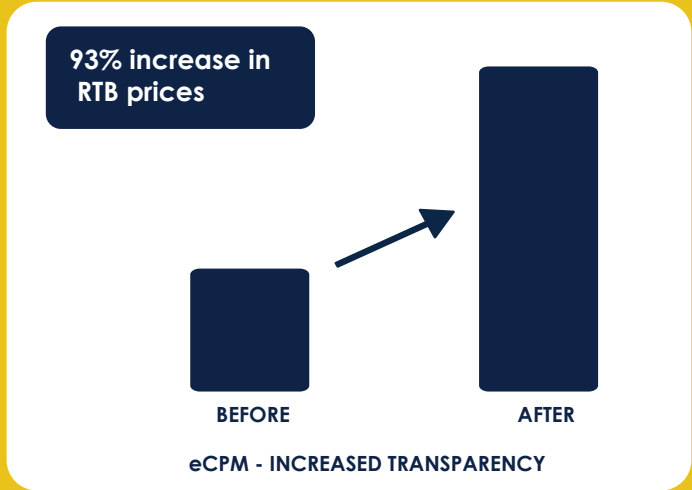
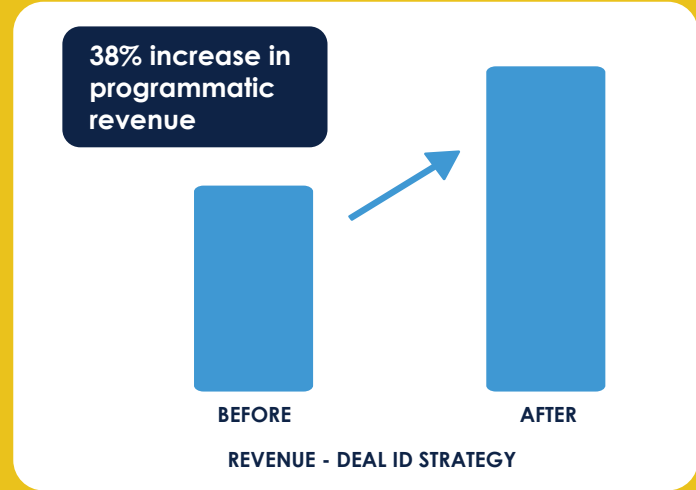
- Pursued private exchange sales via Improve Digital's 360 Polaris to access new programmatic budgets, growing 'Deal ID' share of impressions sold from 1% to 15%
- Selectively increased product transparency to drive higher bid prices, exposing site name via a preferred set of RTB exchanges

Private Exchanges via Improve Digital's **360 Polaris**



RESULTS

- **38% increase in revenue** from strong focus on private exchanges / Deal IDs
- **93% increase in RTB eCPM** by increasing product transparency for certain buyers



Source: Improve Digital Research; Client activity May-July 2014

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QUICK FACTS

Improve Digital's mission is to build smart, efficient, and responsible digital businesses through a monetisation publisher-focused platform. 360 Polaris automates and improves the monetisation of publisher audiences, across all screens and formats.



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For more information, feel free to contact one of our local offices:



Head Office - Amsterdam
+31 202 620 277



London
+44 207 90 71 424



Milan
+39 0200 624 990



Munich
+49 89 189 499 80



Barcelona
+34 697 389 916



Antwerp
+32 468 267 048



Madrid
+34 638 09 11 56

info@improvedigital.com
www.improvedigital.com