

# STARTSIDEN CASE STUDY

ABC Startside adds video to its programmatic push, with huge leap in revenue and eCPM in one month



## SITUATION

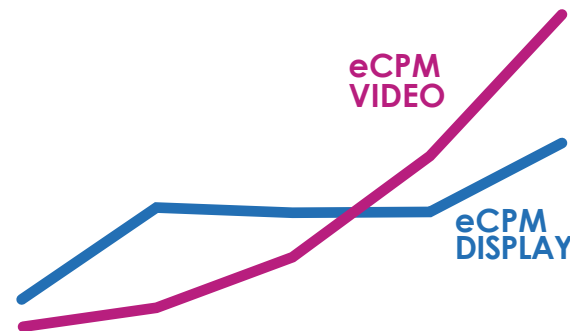
- ABC Startside is one of the largest publishers in Norway
- In May 2014, successfully launched a programmatic strategy with Improve Digital to sell display on its ABC news site, abcnyheter.no
- Keen to replicate this approach for its video inventory

## RESPONSE

- In March 2015, expanded scope of partnership with Improve Digital to include video inventory
- Adopted Improve Digital's 360 Polaris to provide holistic optimisation
- Leveraged Improve Digital's considerable 'demand' reach to access new budgets via RTB

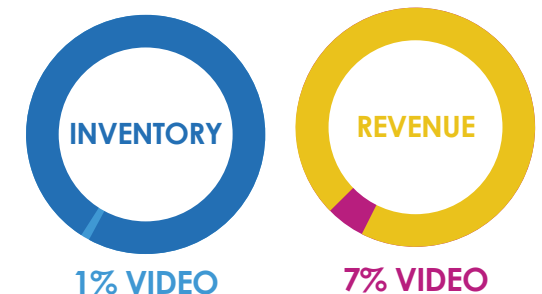
## RESULTS

In just one month, huge increase in eCPMs, fast overtaking display



Source Improve Digital's 360 Polaris 2015.

Video accounted for 7% of total revenue, from just 1% inventory



Source Improve Digital's 360 Polaris 2015.

# STARTSIDEN CASE STUDY



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“ Since we began our programmatic partnership with Improve Digital we’ve seen our revenue increase dramatically. Their market-leading technology has easily enabled us to incorporate video into our strategy this year, providing holistic optimisation and fantastic results”.

Martin Garfalk, Sales Director, Startsiden

## / ABOUT STARTSIDEN

Many say they associate Startsiden with his first meeting with the Internet. By offering easy access to news, information search engines, email, and other useful services, opened Home Internet for thousands of Norwegians in the 90s.

Although much has happened since the web portal was launched in 1998, the philosophy remains the same. We have collected the services Norwegians spend the most in one place. Here you will find everything you need just a mouse click away.

A complete search in partnership with Google. Try your luck in the World Wide Web, or search directly for news, images, persons, firms or map.



## 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.



+3.500  
Buying Partners



7 Offices  
across Europe



+250  
Publishers



+160.000  
Advertisers