

Level Up Media

How the global video platform grew its **programmatic video revenue** by **+411%** within only two months



Situation

Global video platform **Level Up Media** needed a new strategic programmatic partner that provides premium video advertising demand at scale on a global level **to trade over 350 Mio. In-Stream video impressions** globally per month.

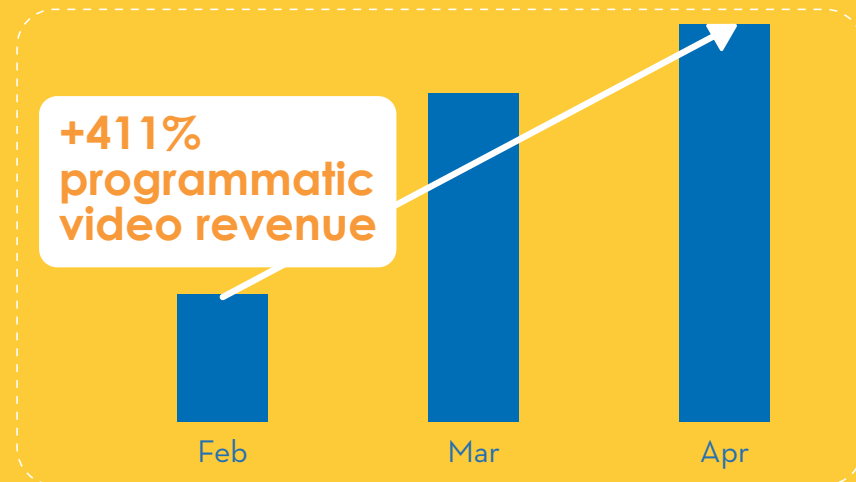
Approach

With Improve Digital's technology 360 Polaris, Level up Media received:

- + Extensive daily analysis of bids below the floor reporting with transparent insights to spot opportunities with their In-Stream video inventory
- + Custom Geo- and buyer level floor pricing as well as a proactive consultancy about their EMEA demand strategy
- + High level support and guidance from the Improve Digital team on how to improve their programmatic operating model

Results

Within only 2 months Level Up Media reaches **an increase of +411% programmatic video revenue**



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About Level Up Media

Level Up Media is a media and technology company running video broadcasting platforms including Dingit.tv, a global eSports and Gaming video platform with 30 Mio. Unique Users and over 350 Mio. In-Stream video impressions globally per month. Level Up Media is focused on creating destinations for gaming and eSports fans to watch premium on demand video.

Get all insights, 100% transparent with

360 **POLARIS**

We stand for:

No hidden fees combined with a deep reporting to the most granular level in a safe, secure and robust platform.

Contact us

info@improvedigital.com



8 Offices across Europe

Improve Digital is on a mission is to build smart, efficient, and responsible digital businesses for its enterprise customers. It creates the technology that makes advertising marketplaces possible. Content providers, digital publishers and broadcasters use that technology to monetise their video, mobile and web advertising inventory.



Founded in 2008



10 Years Experience



+ 5 000 Buying Partners



+250 Content Providers



160 Employees



+ 112 000 Advertisers



+ 20 Billion Impressions per Month



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