

PUBLISHER CASE STUDY

Holistic yield strategy and stellar returns adopting 360 Polaris



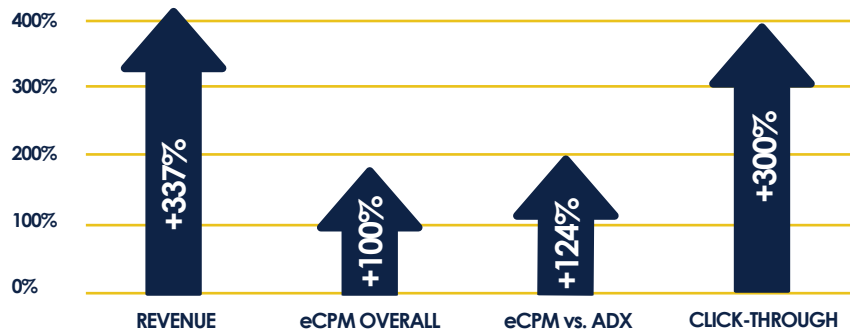
SITUATION

- 1 Reliance on traditional ad serving (DFP) to manage direct sales, performance, retargeter, and SSP/exchange (AdX)
- 2 Concerned that revenue was being cannibalised and monetisation opportunities were being missed
- 3 Limited use of high-impact ads

RESPONSE

- Shifted all direct performance deals and programmatic to 360 Polaris, allowing holistic optimisation
- Introduced half-page high-impact ads

BUSINESS IMPACT



RESULTS

SUCCESS BY NUMBERS

- 337%** The growth in revenue since launch
- 100%** The eCPM increase, perf. and programmatic
- 124%** The eCPM increase over previous SSP (AdX)
- €6.15** The eCPM for the new high-impact ads
- 4x** The click through improvement vs. DFP (perf.)
- €1.50** The average eCPM for those perf. campaigns

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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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