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

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

BUSINESS IMPACT
Holistic yield strategy and stellar returns adopting 360 Polaris

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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**QUICK FACTS**

- +3,500 Buying Partners
- 7 Offices across Europe
- +160,000 Advertisers
- +250 Publishers