

# PERFORM CASE STUDY

*Dramatic revenue and pricing growth adopting 360 Polaris*



## SITUATION

Perform required additional control over its inventory and a more holistic solution for its programmatic sales

## RESPONSE

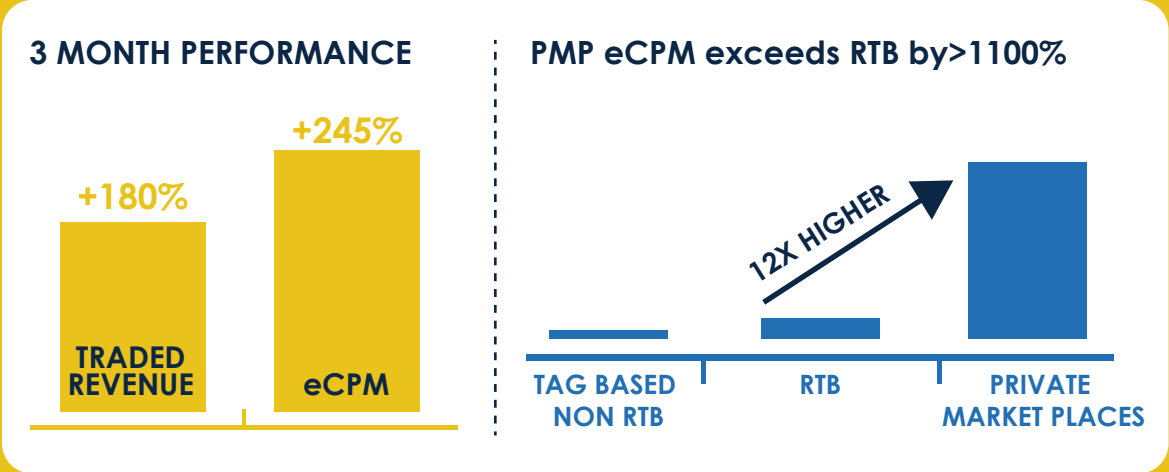
- Perform transferred its sports inventory to 360 Polaris exclusively
- Employed PMPs to make the most of high impact ad formats

## BUSINESS IMPACT

- Performance improvement and revenue growth well beyond expectations
- Catalised broader changes to programmatic sales strategy
- Resulted in tighter alignment between programmatic and direct sales activity

## RESULTS

- Revenue and eCPM **increased by 180% and 245%**, respectively, in the first 3 months
- PMPs contributed to incremental revenue and delivered CPMs **over 1100% higher** than standard RTB



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Connecting our inventory exclusively to [one platform] resulted in a big increase of eCPM and revenue.

Improve Digital has been the right partner for us from the start. Their technology as well as their team mean that we can adapt to this rapidly changing market."

Bart Hillen, Sales Director, NL/BE



## ABOUT PERFORM

PERFORM Group commercialises multimedia sports content across digital platforms, driving revenues through a mix of content distribution, advertising and sponsorship, the development and management of subscription platforms and technology and production.

PERFORM boasts one of the largest digital sports rights portfolios covering more than 200 sports and their associated leagues, tournaments and events. Its broad range of multimedia ready sports content - from sports video, editorial to data content - is distributed directly to sports fans across the globe, through brands including Goal.com, Soccerway.com and ePlayer.



## 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

