

VOETBAL INTERNATIONAL CASE STUDY

Goes all-in for programmatic video, driving new revenue and increasing sales



SITUATION

- Looking to build on programmatic foundation in display and take advantage of massive growth in digital video market
- Concerned that legacy 'sales house' revenue model undervalued their inventory

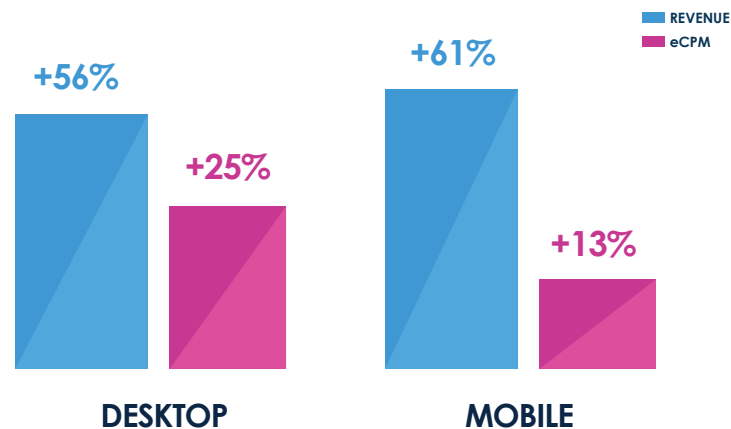
RESPONSE

- Pursued 100% programmatic strategy, with additional investment in Desktop and Mobile
- Migrated all Video sales to 360 Polaris, eliminating legacy sales house relationships
- Invested in programmatic specialists to guide product and sales strategy
- Prioritized quality of inventory; e.g., full transparency and click-to-play pre-rolls

RESULTS

- Dramatic Results from Q2 2015 Video Launch
Avg Deal Size → More than 2x increase

- Continued Growth in Display



Source Improve Digital's 360 Polaris

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VI is focused on making the most of the vibrant digital video market. Improve Digital's 360 Polaris is a critical part of our strategy. With increased internal focus and Improve Digital's market reach and high quality buyers, revenue is growing month-over-month and average deal size has increased 2-3x from where it was before."

Jeremy Noya, Yield & Ad-tech manager

VI ABOUT VOETBAL INT.

VI provides Dutch fans of top class football the best possible channels to access and enjoy independent and reliable football information.

Founded in 1965, Voetbal International is the only significant weekly football magazine in the Netherlands. Thanks to extensive weekly coverage, statistics, and interviews, the consumers of Voetbal International are able to stay on top of all football developments through different communication channels: magazine, digital, specials, tv, and books.

Voetbal International's main-website: www.vi.nl is the most visited football site in the Netherlands and has been successfully transformed to various mobile apps. In this way, Voetbal International is available 24/7 for live scores, the latest football news, videos, and more.



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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