AdCompass wanted to grow its programmatic offering and build an holistic programmatic strategy.

**Response**

- Adopted Improve Digital’s 360 Polaris for holistic optimisation
- Allowed programmatic campaigns to holistically compete to achieve the highest possible price per impression
- Maximised control over bidding and pricing process using 360 Polaris’s advanced Pricing Control capabilities
- Increased efficiency due to automatic optimisation and granular reporting within 360 Polaris

**Results**

6 month impact
+80% Growth in revenue, +52% eCPM increase

**Challenges**

**January**

- Revenue
- CPM increase

**February**

- Revenue
- CPM increase

**March**

- Revenue
- CPM increase

**April**

- Revenue
- CPM increase

**May**

- Revenue
- CPM increase

**June**

- Revenue
- CPM increase

Source: Improve Digital’s 360 Polaris, 1st semester 2015.
AdCompass works directly with over 300 leading business and luxury lifestyle publishers. Premium inventory is available on a Direct IO basis for high-impact and video, Programmatically via our PMP and Guaranteed via our Programmatic Direct platform Ad Eye.

Improve Digital’s market-leading technology has enabled us to create a single, competitive ecosystem that benefits both advertisers and publishers. Revenue has increased by 80% in just 6 months – we couldn’t be more pleased to have Improve Digital as partner."

Kate Morgan, COO, Adcompass

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
+250 Publishers
+160,000 Advertisers
7 Offices across Europe