

ADCOMPASS CASE STUDY



SITUATION

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

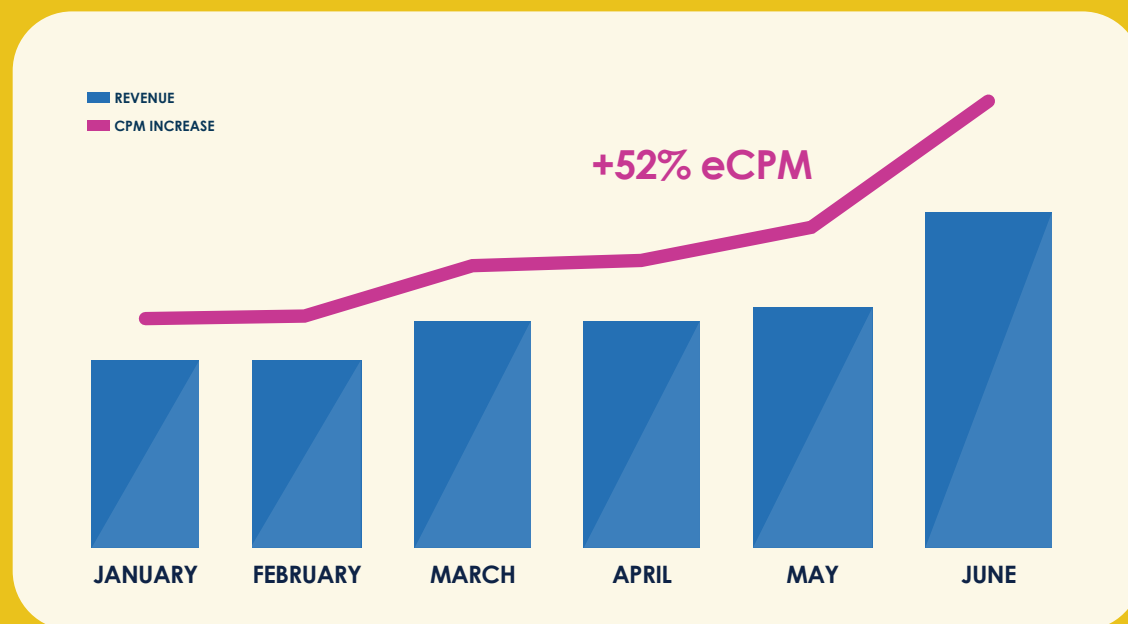
RESPONSE

- 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



Source: Improve Digital's 360 Polaris, 1st semester 2015.

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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

ABOUT ADCOMPASS

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.

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