

# URBAN MEDIA CASE STUDY

Urban Media successfully establishes All-In strategy for programmatic sales



## SITUATION

1

Urban Media managing direct sales and performance business in their ad server using basic 'waterfall' prioritisation model

2

Concerned that they were missing considerable revenue opportunity by not taking full advantage of programmatic advertising



## RESPONSE

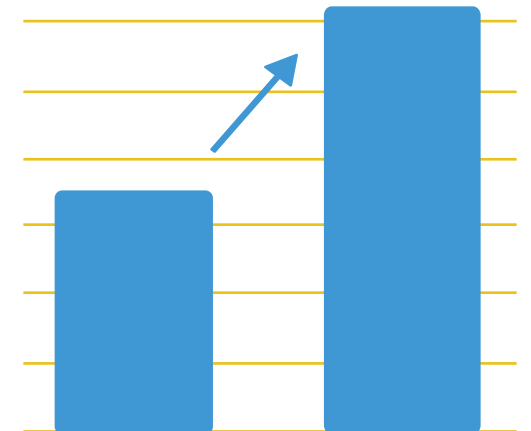
- Established consensus and support for the programmatic strategy across the company
- Adopted Improve Digital 360 Polaris to support their programmatic push
- Eliminated "waterfall" model in favour of holistic optimisation of all performance, programmatic, and RTB
- Migrated direct-sold performance deals to 360 Polaris, ensuring they 'earned' all impressions they received
- Continued to invest in programmatic, with specific focus on private exchanges (via Deal IDs)



## RESULTS

- Established strong programmatic business, with >3,500 advertisers bidding on their inventory
- Developed high-value private exchange business, with Deal IDs delivering 10x the eCPM of standard RTB
- Year-over-year: >800% in growth RTB volumes; 60% increase in eCPM
- Maximised revenue through holistic, real-time inventory optimisation, powered by Improve Digital's 360 Polaris

**+61% growth in eCPM year-over-year**



Source: ID internal research, August 2014

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Urban Media shows us that sales houses and publishers in Germany are further along than many believe. They are pioneers in the German market when it comes to offering and monetising premium inventory programmatically."

Viktor Zawadzki, CEO, Spree7 GmbH



## ABOUT URBAN MEDIA

Founded in 1996 as an online start-up part of the Tagesspiegel Group, Urban Media developed to become an autonomous and independent premium sales house. Urban Media represents a broad portfolio of external websites as well as their own internal portfolio, consisting of tagesspiegel.de, bootshandel-magazin.de and pnn.de. With such a strong offering, Urban Media maintains a dominant position in the premium online market in Germany.



## 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