CASE STUDY

PREMIUM PUBLISHER CASE STUDY
Drives significant growth in programmatic revenue & yield

SITUATION

1. Publisher’s programmatic strategy only sold inventory via RTB exchanges on a brand-blind basis
2. Concerned that inventory was undervalued and ‘programmatic direct’ ad spend was being missed

RESPONSE

- Pursued private exchange sales via Improve Digital’s 360 Polaris to access new programmatic budgets, growing ‘Deal ID’ share of impressions sold from 1% to 15%
- Selectively increased product transparency to drive higher bid prices, exposing site name via a preferred set of RTB exchanges

RESULTS

- 38% increase in revenue from strong focus on private exchanges / Deal IDs
- 93% increase in RTB eCPM by increasing product transparency for certain buyers

BEFORE AFTER

<table>
<thead>
<tr>
<th>Revenue - Deal ID Strategy</th>
<th>Before</th>
<th>After</th>
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<tbody>
<tr>
<td>eCPM - Increased Transparency</td>
<td>Before</td>
<td>After</td>
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Source: Improve Digital Research; Client activity May-July 2014
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.

**QUICK FACTS**

- +3,500 Buying Partners
- 7 Offices across Europe
- +250 Publishers
- +160,000 Advertisers

For more information, feel free to contact one of our local offices:

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