

# PREMIUM PUBLISHER CASE STUDY

*Drives significant growth in programmatic revenue & yield*



## SITUATION

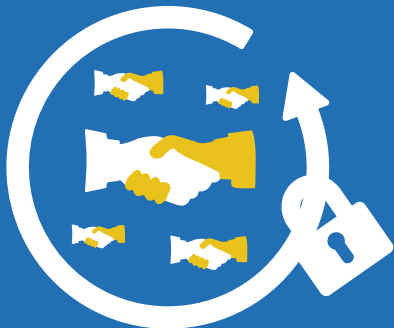
- 1 Publisher's programmatic strategy only sold inventory via RTB exchanges on a brand-blind basis
- 2 Concerned that inventory was undervalued and 'programmatic direct' ad spend was being missed

## 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

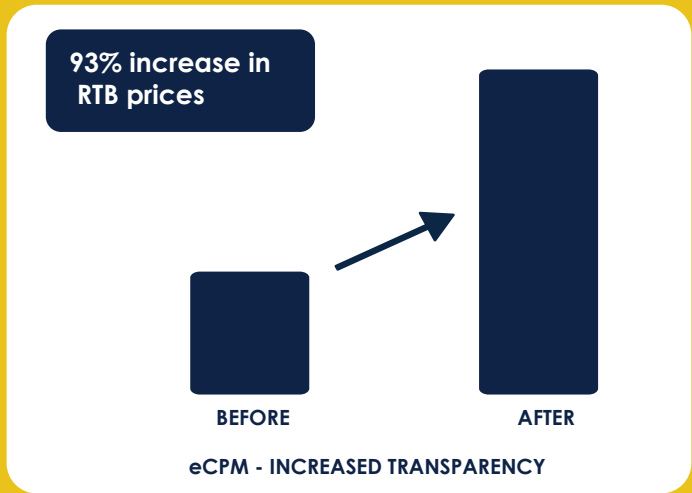
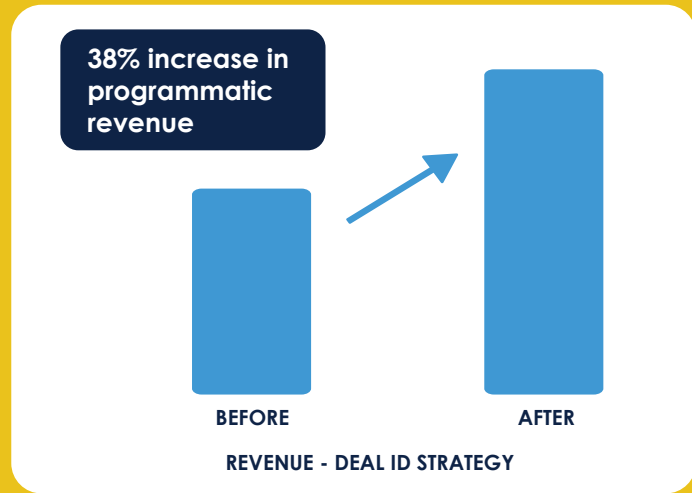
Private Exchanges via Improve Digital's

**360 Polaris**



## 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



Source: Improve Digital Research; Client activity May-July 2014

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## 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



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