

A News Publisher from The Middle-East Saw a Revenue Jump of 97% with AdSparc HB Solution

Publisher is a popular news website in the Middle-East region with millions of monthly readers.

Problem Definition:

- Web monetisation fell behind the competition
- Monetisation via Google AdX demand only
- No competition via Header Bidding.

Requirements: Significantly increase web revenue without additional investment from the Publisher team & ensure monetisation tactics are at par with the industry standards.

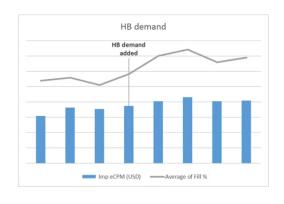
AdSparc Solution Implemented:

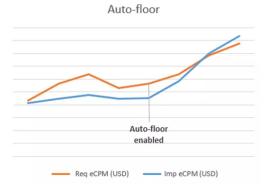
- Proprietary header bidding solution to add full spectrum of bid competition from tier 1 SSPs.
- Automatic Floor Optimisation to ensure optimal monetization for each impression.
- In-view optimisation to increase viewability and eCPM.

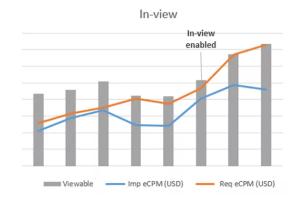
Results:

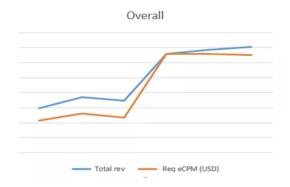
- 26% increase in the fill rate and 18% increase in overall eCPM that resulted in 49% increase in RPM
- Auto-floor function increased request eCPM by 63%.
- With 'in-view' optimization, the average viewability is increased by 43% that resulted in 70% increase in eCPM and 77% increase in RPM.
- Increase in competition with 63% of inventory bought by new bidders.

The RPM is increased by 191% and the Revenue is increased by 97%









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