

AMP Video Outperforms Display by **58%** for a European Pub

- AdSparc AMP Video Unit Case Study -

The publisher is a fast-growing Formula 1 and motorsport news website with millions of engaged monthly readers in Europe.

Problem Definition: Growing AMP page views with marginal increase in AMP revenue due to:

- Monetisation limited to display units
- No AMP-compatible video unit added on AMP pages

Requirements: To identify a way to increase revenue by adding an AMP-compatible video player, similarly to what's achievable on standard web.

AdSparc Solution Implemented:

- Replacing a standard 300*250 display unit with AdSparc AMP-optimised video player.
- Bringing in additional demand through the player via header bidding.
- Utilize a Display secondary ad unit, when video doesn't fill the auction

Results:

- Video typically sells at higher rates and as a consequence, Sold CPM saw a drastic increase of **24%**,
- Interestingly overall ad unit fill rate was also higher by **22%**, as AdSparc solution features a secondary display unit when a Video Pre-roll doesn't win the auction.
- This meant an overall jump of **51%** in overall Ad Unit RPM and a Revenue Boost of **58%**

