## AdSparc4

# 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**: To significantly increase web revenue without additional investment from the publisher team & to ensure monetisation tactics are at par with the industry standards.

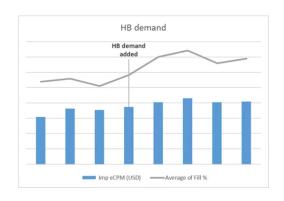
### **AdSparc Solution Implemented:**

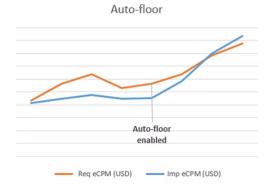
- Proprietary header bidding solution to add full spectrum of bid competition from tier 1 SSPs.
- Automatic Floor Optimisation to ensure optimal monetization for each impression.
- In-view optimisation to increase viewability and eCPM.

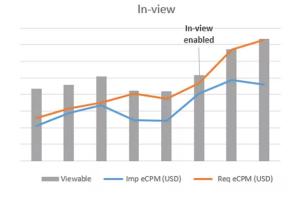
#### **Results:**

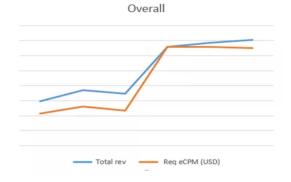
- 26% increase in the fill rate and 18% increase in overall eCPM which resulted in 49% increase in RPM
- Auto-floor function increased request eCPM by 63%
- With 'in-view' optimization, the average viewability was increased by 43% resulting in a 70% increase in eCPM and 77% increase in RPM
- Increase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

RPM is increased by **191%**Revenue is increased by **97%** 









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