

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%**

