Global Publisher CASE STUDY

Integrating the EDGE by UDM ad unit is one of the best business decisions we have made. Higher CPMs, higher incremental revenue, and guaranteed Net 25 payments... in just a few weeks they became one of our biggest partners!

- Global Publisher

+ Full Support for Banner and Video Ads
  + Drive Incremental Revenue
  + 130M Monthly Uniques
  + 2B Impressions Per Month
  + Desktop and Mobile Web Traffic
  + Available Across Standard IAB ad units

100% In View

THE MISSION

Integrate EDGE by UDM to Drive Incremental Revenue

The Task: A global publisher wanted to activate more revenue and higher viewability using a variety of ad units and networks.

The Challenge: Previous tools and tags had limited their ability to correctly increase their viewability and boost CPM. Consistently tracking a three percent monetization margin, they needed to find a solution that challenged this average.

The Approach: Utilize EDGE by UDM’s adhesion ad units by leveraging monetization and content detection methods to increase revenue and traffic. Based on proprietary reporting, publishers can target their most profitable campaigns, permitting them to allocate traffic in the correct direction, resulting in growing profitability margins that elevate larger revenue per impression. By deploying back-end turnkey monetization solutions they are able to increase RPM, viewability and incremental revenue.

THE RESULTS

+27% Increase to Page RPM
+20% Increase in Monetization
+15% Increase to Average CPM

The publisher saw an immediate revenue lift, 100% viewability and a +27% increase to page RPM, exceeding their average CPM by 15%. By adding EDGE by UDM to their existing portfolio, they saw a 15-20% increase in monetization due to UDM analytics. Overall, it has allowed them to more aggressively buy additional traffic and increase buys.

+ Guaranteed Net 25 Payments

publisher@underdogmedia.com
www.underdogmedia.com

underdogmedia