

# Case study: Advertising.com optimizes inventory, raises CPM rates by 28% for leading online news outlet

## Challenge

Over two years, a leading online news provider tinkered with their inventory management to increase performance and return. They tried increasing direct sales efforts, adding network partners and adding a third party ad exchange platform to manage their discretionary inventory. Eventually, the publisher reached out to Advertising.com for ideas on how to raise CPM rates while reducing price fluctuation.

## Solution

Our team worked closely with the publisher to make adjustments that would increase their CPM rate — including changing ad block and redirect settings and using redirect pricing.

First, Advertising.com reduced the client's ad blocks to a single category, allowing the delivery of a variety of new ads that could meet their ideal CPM rate. Next, we provided redirect pricing tags, which serve ads on a case-by-case basis according to whether or not they meet the premium CPM rate. If the Advertising.com ad met the contracted CPM, the ad server delivered it. If not, we served the online news provider's ad of choice or redirected the impression to one of their other third party providers.

Our team also worked with the publisher to tweak its redirect settings based on performance and third party relationships. The cumulative effect of these changes stabilized the publisher's CPM and helped them reach their payout goal.

## Results

The publisher's CPM earnings increased 28%, and remain steady at the premium rate. In addition, the client was very pleased with Advertising.com's redirect pricing solution and overall efforts to optimize inventory performance.

