

CASE STUDY

Xandr + Ranker

Xandr Monetize enables Ranker to increase Video Revenue By 70% With Prebid

“Xandr has been a key part of the 70% YoY growth we’ve seen in our video business line. We have benefitted from the same efficiencies and increased competition that header bidding brought to display, enabling us to reduce the number of video partners that we work with, while increasing CPMs and overall yield.”

Robin Strauss, VP Ad Technology & Yield at Ranker.

The Challenge

Ranker wanted to grow video revenues by duplicating its display header bidding success

Ranker is a data-driven media company that harnesses the wisdom of the crowd to produce engaging, list-based content designed to answer a wide range of questions. Powered by the user-submitted opinions of its visitors and a deep desire to delight online content consumers, Ranker generates 55 million unique visitors each month, with an average time-per-visit of 5.5 minutes.

Several years ago, Ranker substantially increased its display yields after implementing header bidding on their inventory. In doing so, the publisher overcame the limitations of the traditional ad server waterfall and empowered its many demand sources to compete on even footing for every impression, in a real-time auction held in the header of its browser pages. As a result, Ranker quickly experienced a sizable increase in its CPMs, yields, and fill rates.

A few years later, Ranker decided it wanted to generate similar results for its video content. At the time, it was selling video impressions through a setup that involved as many as 50 tag-based partners. As a data-driven business, Ranker understood that implementing header bidding on its video inventory would provide operational efficiencies in addition to increasing yields. Ranker needed a solution that would allow more of its demand partners to bid on more of its inventory — on an even playing field and without an increase in latency. The right solution would also be one that was easy to implement, as Ranker’s operations team did not have the capacity to undergo a complex, time-consuming setup process. Finally, this solution would also allow access to Xandr’s unique demand. What the publisher needed was prebid.js.

The Solution

Ranker integrates video header bidding with the easy implementation of prebid.js

Ranker chose to execute video header bidding with prebid.js and Xandr.

The publisher implemented the prebid.js solution for both in-stream and out-stream content, ensuring that its demand partners could compete in real-time for its entire suite of video inventory. Since Ranker was already working with Xandr as one of their header bidding partners for display inventory, extending the solution to video only required three simple additional steps. Using the available documentation, Ranker was able to build out its video header bidding solution in a single week.

In addition to implementing the prebid.js header bidding solution, Ranker selected Xandr as its first header bidding demand partner, granting the firm access to premium demand from the likes of Mindshare, Xaxis, Amnet, and AT&T.

Together, the low-latency prebid.js setup and Xandr's access to demand delivered a rapid increase in fill rates and publisher yields.

The Result

Video header bidding implementation had a profound impact on Ranker's bottom line.

Today, Ranker has 10 in-stream and out-stream video demand partners integrated into its header auction, with more in the pipeline.

Within two quarters of implementation, Ranker enjoyed a staggering 86% increase in video revenues. All told, Ranker has seen a 70% increase in year-over-year video revenue since it first began working with prebid.js and header bidding with Xandr.

Even better? The publisher has been able to achieve these gains without harming its user experience, thanks in large part to its low-latency prebid.js setups.

The Results

86%

Increase in video revenue in first two quarters of implementation.

70%

Year-over-year growth

