

CASE STUDY

Xandr + Schibsted

Schibsted Norway Delivers 70% YoY Programmatic Growth After Adopting Xandr Monetize

“Rather than asking buyers to jump through hoops just to get to us, our new technology stack using Xandr Monetize makes it easier than ever for advertisers to get the impressions they want. It’s no surprise that our partners have responded to this opportunity by significantly increasing their spend.”

Anders Enger,

Head of Programmatic at Schibsted Norway

“Partnering with Xandr has been a gamechanger for our advertising business. We saw an immediate uplift of 10% in revenue the first 14 days after implementing open dynamic allocation on Xandr Monetize.”

Per Håkon Fasting,

Executive VP of Advertising at Schibsted Norway

The Challenge

Schibsted Norway needed to make its inventory more accessible to buyers to maximize yield

Schibsted Norway is a Norwegian media house that owns the nation’s premiere newspaper, VG, as well as leading regional newspapers such as Aftenposten, Bergens Tidende, Stavanger Aftenbladet, and Fædrelandsvennen. Each month, Schibsted Norway’s publications deliver quality news, entertainment and classifieds to over 80% of the Norwegian population.

Schibsted Norway’s previous setup siloed inventory across a multitude of technology platforms, with guaranteed demand going through one ad server, programmatic going through another, and formats like native or video requiring still more platforms.

Alongside the operational challenges associated with managing multiple platforms, their setup created a disconnect between guaranteed and programmatic platforms, preventing buyers from accessing the most desirable impressions and limiting yield across Schibsted’s inventory.

Schibsted Norway needed a technology partner that could consolidate its advertising business onto a single platform. The ideal partner would unlock the full value of their inventory by enabling programmatic and direct demand to compete on an even playing field.

(continued on next page)

The Solution

Schibsted adopts Xandr Monetize for a comprehensive solution that simplified its operations and provides differentiated buyer demand.

Xandr Monetize is a strategic selling platform that provides strategic inventory management, data-driven yield optimization, and demand advantage. Partnering with Xandr would make impressions readily available to virtually any qualified buyer who wanted to bid on them.

Schibsted Norway's advertising partners benefitted further from the shift, due to the full spectrum of guaranteed to auction-based transactions Open dynamic allocation. enables programmatic buyers to access inventory that was previously not available over RTB.

Furthermore, Schibsted partnered with Xandr's product team to develop a new budget pacing algorithm for guaranteed delivery line items. The algorithm, enables direct campaigns to more evenly distribute budgets throughout the day, which in turn opens up more inventory to programmatic demand during peak hours.

The Result

Xandr and Schibsted Norway deliver record programmatic growth

Since integrating Xandr Monetize, Schibsted Norway has seen its programmatic business grow 70% year-over-year, hitting daily and monthly programmatic revenue records, regularly. Because publishers in Norway report revenue data to an industry association, Schibsted has observed that their programmatic growth significantly exceeds the rest of the market.

"In addition to opening our inventory to new buyers via Xandr Monetize, the Xandr team gave us a series of granular strategic insights that have helped us grow our revenues even further" said Per Håkon Fasting, Executive VP of Advertising at Schibsted Norway.

Schibsted Norway continues to diversify their product offerings to hundreds of buyers through Xandr Monetize, including the migration of their video business onto Xandr's ad server as well as expanding availability of native ad units through programmatic.

The elimination of several excess technology platforms has also freed up the Schibsted Norway ad ops team to spend more time on the value-generating strategic work to grow the firm's business.

Last but not least, restructuring line item priorities and enabling open dynamic allocation was particularly impactful. "We saw an immediate uplift of 10% in revenue the first 14 days after implementing open dynamic allocation," said Fasting. Continued improvements to priorities are planned to ensure programmatic can compete for Schibsted's most valuable users.

The Result

70%

YOY Programmatic Growth

