

CASE STUDY

Xandr + Seattle Times

Header Bidding With Xandr Drives 25% eCPM Lift For The Seattle Times

“Integrating Xandr Monetize could not have been easier, and doing so has dramatically improved performance across our entire header bidding stack.”

Rob Schwertley, Digital Yield Manager, The Seattle Times

The Challenge

The Seattle Times Wanted To Improve Its Header Bidding Monetization

Founded in 1896, The Seattle Times serves the Northwest of the United States with thoughtful, independent journalism that makes a difference. The publication has built an audience of 1.5 million adults across its print and digital properties.

In late 2016, The Seattle Times implemented header bidding to allow its programmatic demand sources to compete on even footing with its direct deals. By using the open-source prebid.js setup, the publisher empowered its programmatic partners to purchase the ad impressions they valued most, generating additional revenues in the process.

Despite this early success, The Seattle Times still felt that its header bidding operation was not as effective as it could be. In order to optimize its yields, the company sought to add a new exchange partner to its header bidding setup. This partner would be counted on to connect The Seattle Times to premium programmatic demand and provide the technical tools necessary for the publisher to price their programmatic inventory.

The Solution

The Seattle Times Adds Xandr Monetize To Its Header Bidding Stack

The Seattle Times added Xandr Monetize to its header bidding setup. With the help of Xandr’s customer support team, the integration was quick, painless and an easy lift for the publisher.

Once Xandr Monetize was up and running inside the prebid auction, The Seattle Times was quickly connected to the world’s top ad-buyers, some of whom were available exclusively on Xandr’s buying platform, Xandr Invest. In addition, the SSP’s automated pricing technology set the optimal price for each impression, based on a variety of real-time market conditions. This ensured that The Seattle Times received bids that reflected the true value of advertising beside its high-quality journalistic content.

Within three months, Xandr became The Seattle Times’ top header bidding partner in terms of revenue generation.

(continued on next page)

The Results

Xandr Helps The Seattle Times Lift Header Bidding eCPMs By 25%

The integration of the Xandr Monetize had a transformational impact on The Seattle Times' header bidding operation.

By bringing differentiated buyer demand, scale, and implementing optimal pricing, Xandr Monetize quickly became a major source of incremental revenues for the publisher. And because Xandr was fielding higher bids than the other four partners in the header bidding stack, its integration forced the competing exchanges to start bidding higher in order to win the publisher's auctions.

"Integrating Xandr Monetize could not have been easier, and doing so has dramatically improved performance across our entire header bidding stack" said Rob Schwertley, Digital Yield Manager at The Seattle Times. "By connecting us to the right demand partners and helping us more efficiently price our inventory, Xandr has allowed us to generate more of the revenues we need to pay our journalists and developers for the important work they do."

The Results

↑ 25%
Lift in eCPMs

xandr Monetize

Adding Xandr Monetize to Seattle Times' Header Bidding stack dramatically improved performance overall.

The Seattle Times