

## CASE STUDY

# SHE Media + Xandr Monetize

## SHE Media boosts deals revenue by 259% with Xandr Monetize

### The Challenge

**SHE Media needed a scalable deals solution to capitalize on new programmatic buyers**

SHE Media is the leading women's lifestyle platform with flagship sites (SheKnows, #BlogHer, STYLECASTER and HollywoodLife) and a premium Partner Network. Each month, SHE Media provides inspiration and how-to content across food, family, health, beauty, and entertainment to 79 million unique visitors.

As programmatic spending shifted from real-time bidding to deals, SHE Media pivoted its strategy to capitalize on increased buyer demand. The company sought to scale its business by unlocking demand from new programmatic buyers and driving incremental revenue.

### The Solution

**Xandr Monetize offered a holistic solution with advanced deal management tools and differentiated buyer demand**

An early adopter of Xandr's deals platform, SHE Media took advantage of new capabilities best suited to their business needs. The advanced deals UI provided granular controls and precise targeting options to setup, monitor, and optimize performance. Viewability threshold targeting and reporting enabled SHE Media to transact and deliver on viewability, ensuring its deals delivered top performance against key buyer KPIs.

SHE Media also benefited from unique demand by enabling its inventory for curation by Xandr and third parties using Xandr's curation platform. Inclusion in curated deals generated incremental revenue without any heavy lifting; deals were sourced, marketed, and optimized by Xandr or partner curators.

Invest DSP, Xandr's strategic buying platform, provided SHE Media with

direct access to exclusive demand and even generated record spend from buyers they had worked with previously on other platforms. Xandr's dual-sided platform enabled streamlined transactions, accurate reporting and high user match rates.

"Our partnership with Xandr is a true collaboration. Xandr invites SHE Media to share feedback ranging from UI functionality to market trends to help ensure we deliver strong outcomes for our buyers. Demand curation in particular has helped increase SHE Media's visibility among new buyers and drive incremental revenue."

**Kate Calabrese**  
Vice President Programmatic Sales



### The Results

By leveraging Xandr's advanced deals capabilities and diversified demand from curation and Invest DSP, SHE Media was able to successfully generate incremental deals business with new buyers and maximize yield.

Average monthly deals revenue with Xandr increased

**259%** YOY 

**4X** HIGHER MATCH RATES 

Invest DSP with Xandr Monetize compared to using Invest DSP with other SSPs