

Publisher's revenue optimization and maximization



How to optimize and maximize Publisher's revenues

In **complex** multiscreening world

→ **display, mobile, tablets, smartTV**

Covering numerous types of campaigns

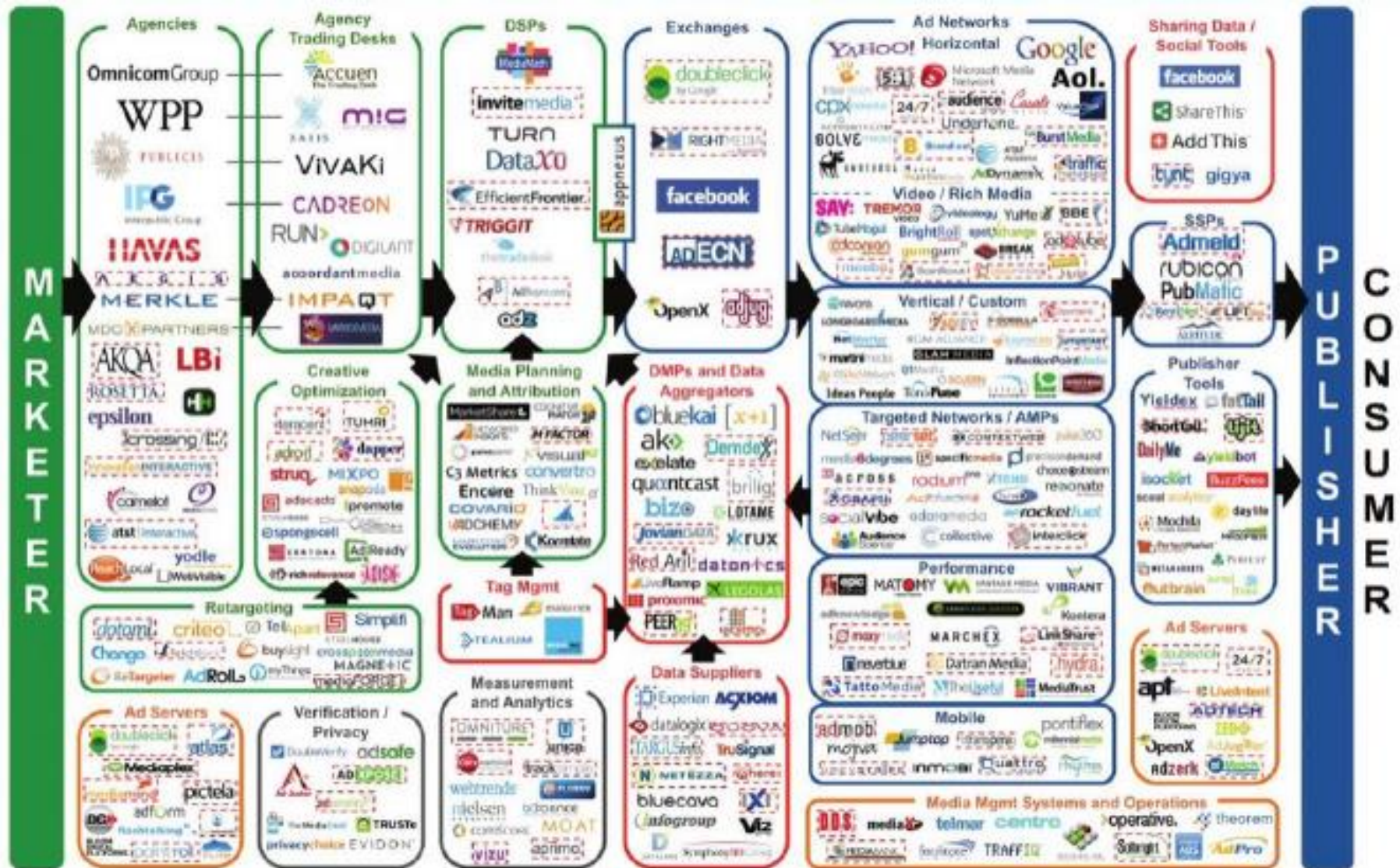
→ **display, mobile, apps, video, rich-media**

Including several sources of incomes

→ **direct sales, external networks, e-commerce, auto-promo, RTB, etc.**

?

Digital landscape became very complex

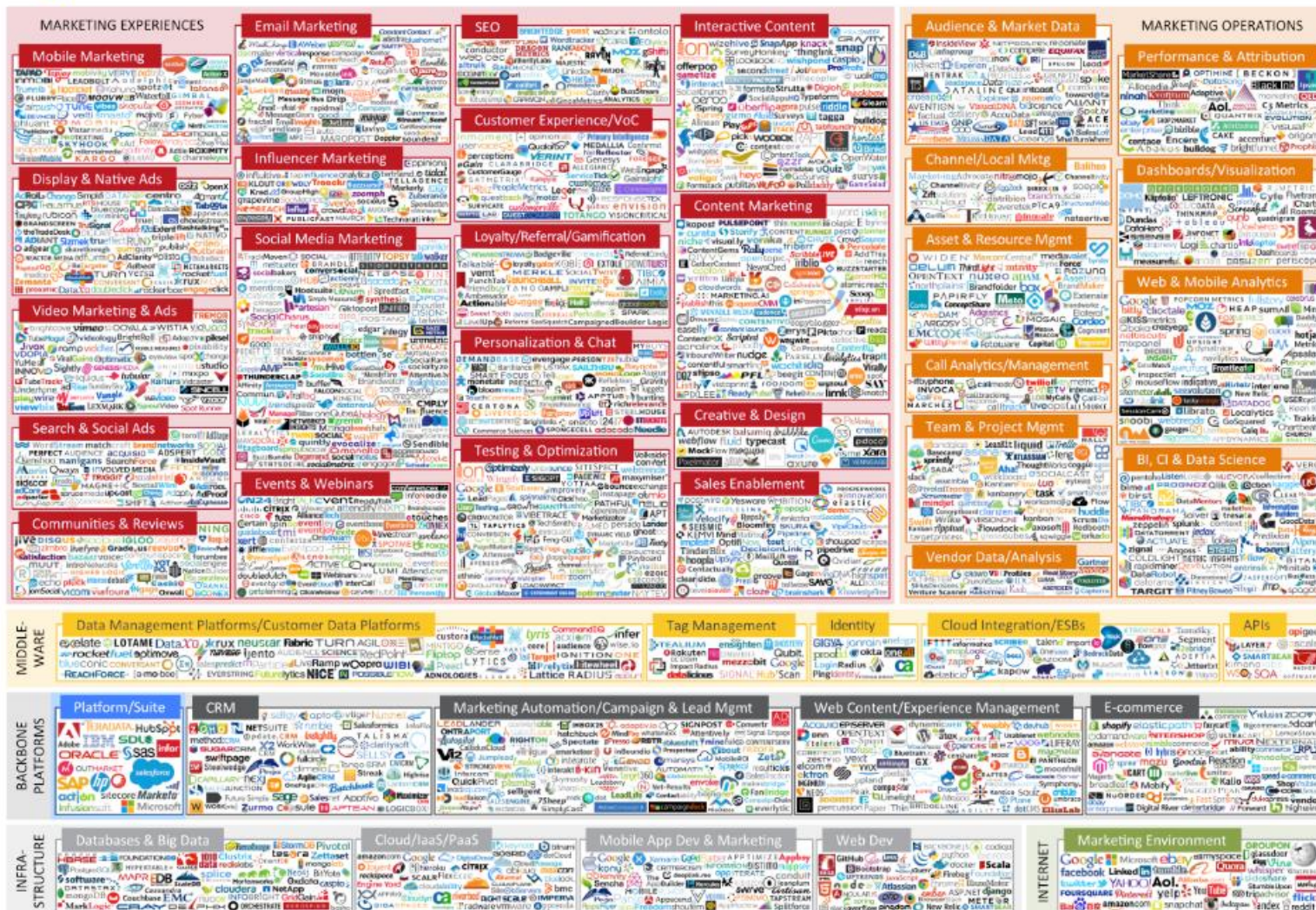


Technology landscape even more...



chiefmartec.com Marketing Technology Landscape

January 2015



by Scott Brinker @chiefmartec <http://chiefmartec.com>

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Rich-media, video, SDK, and many others



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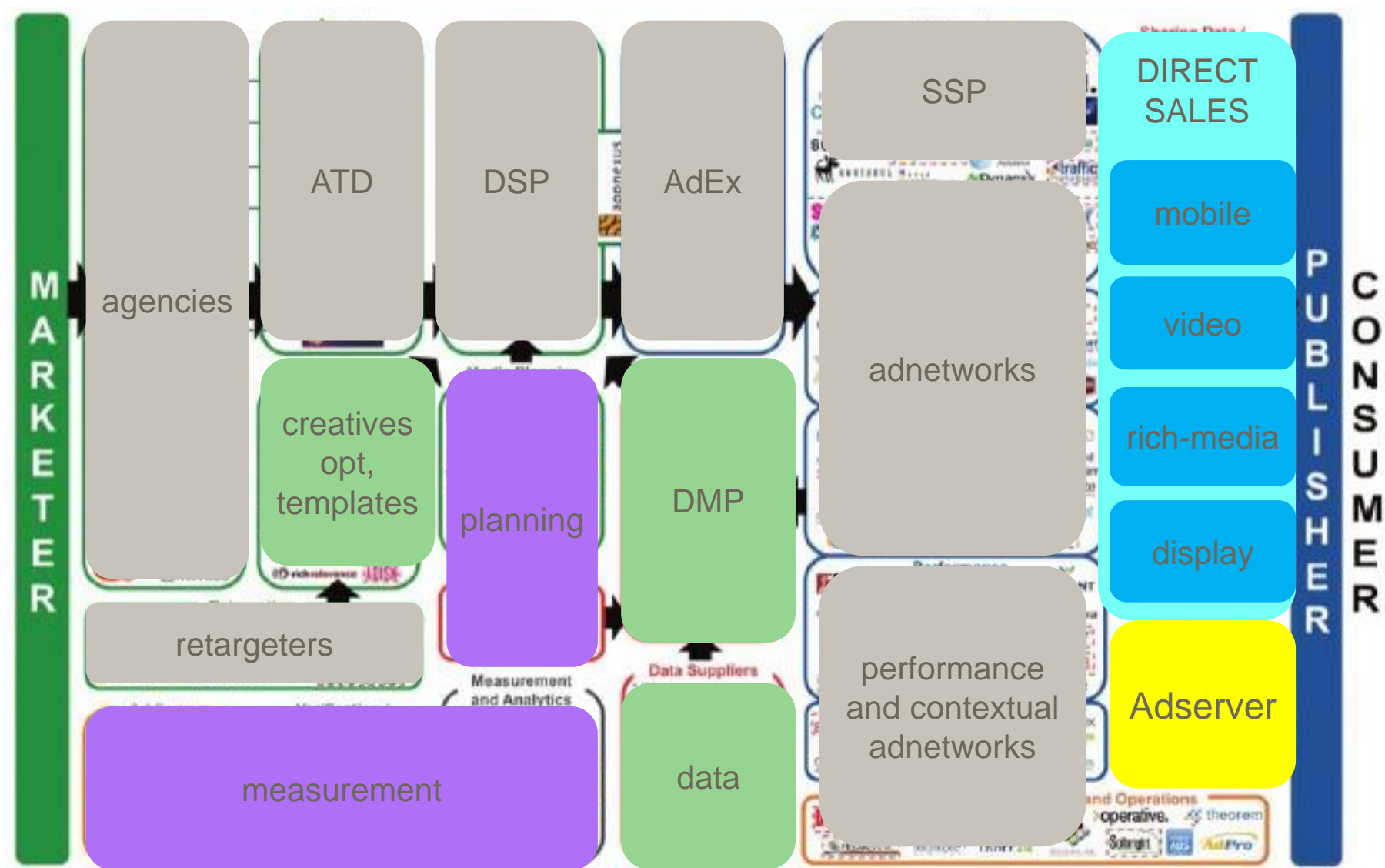
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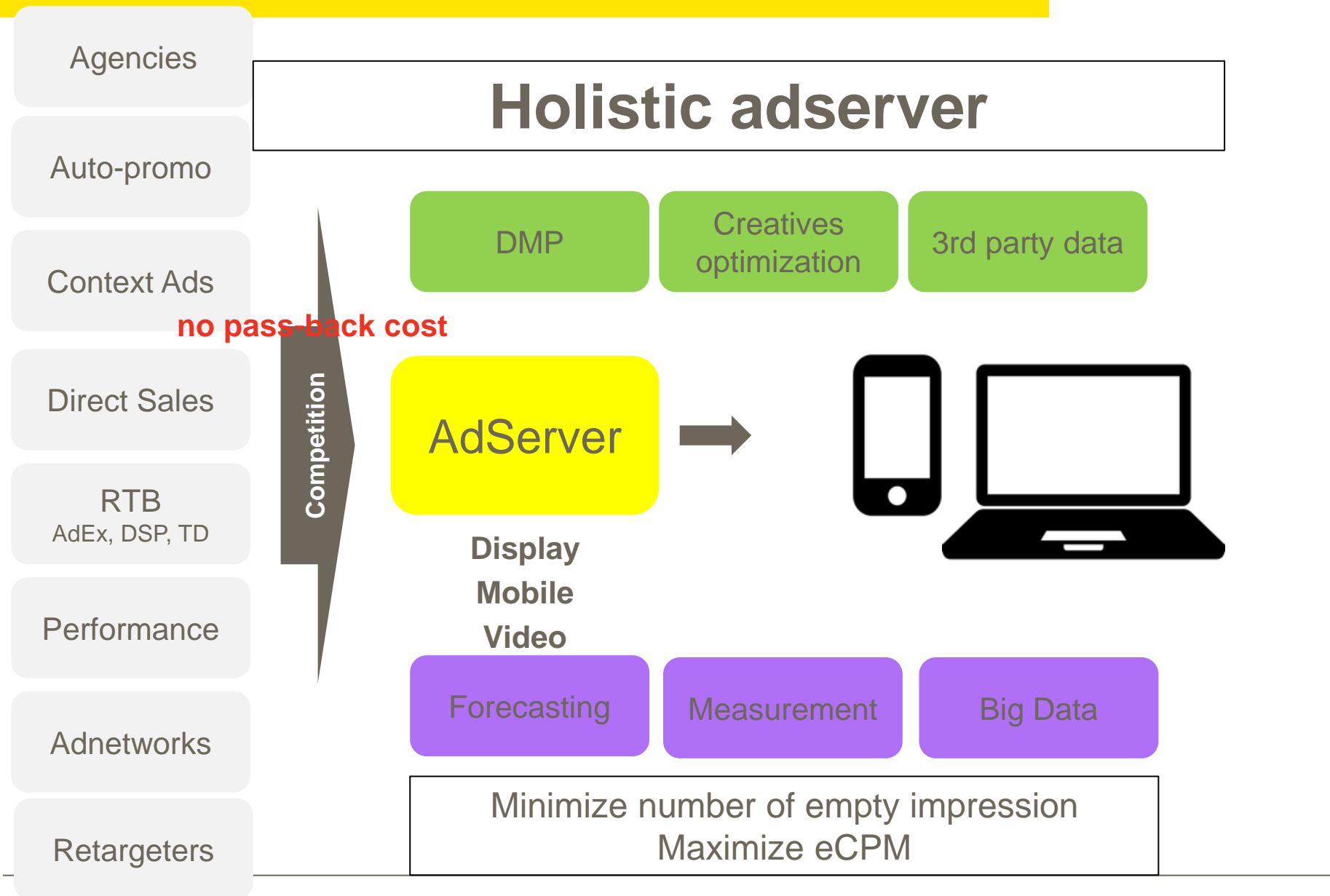
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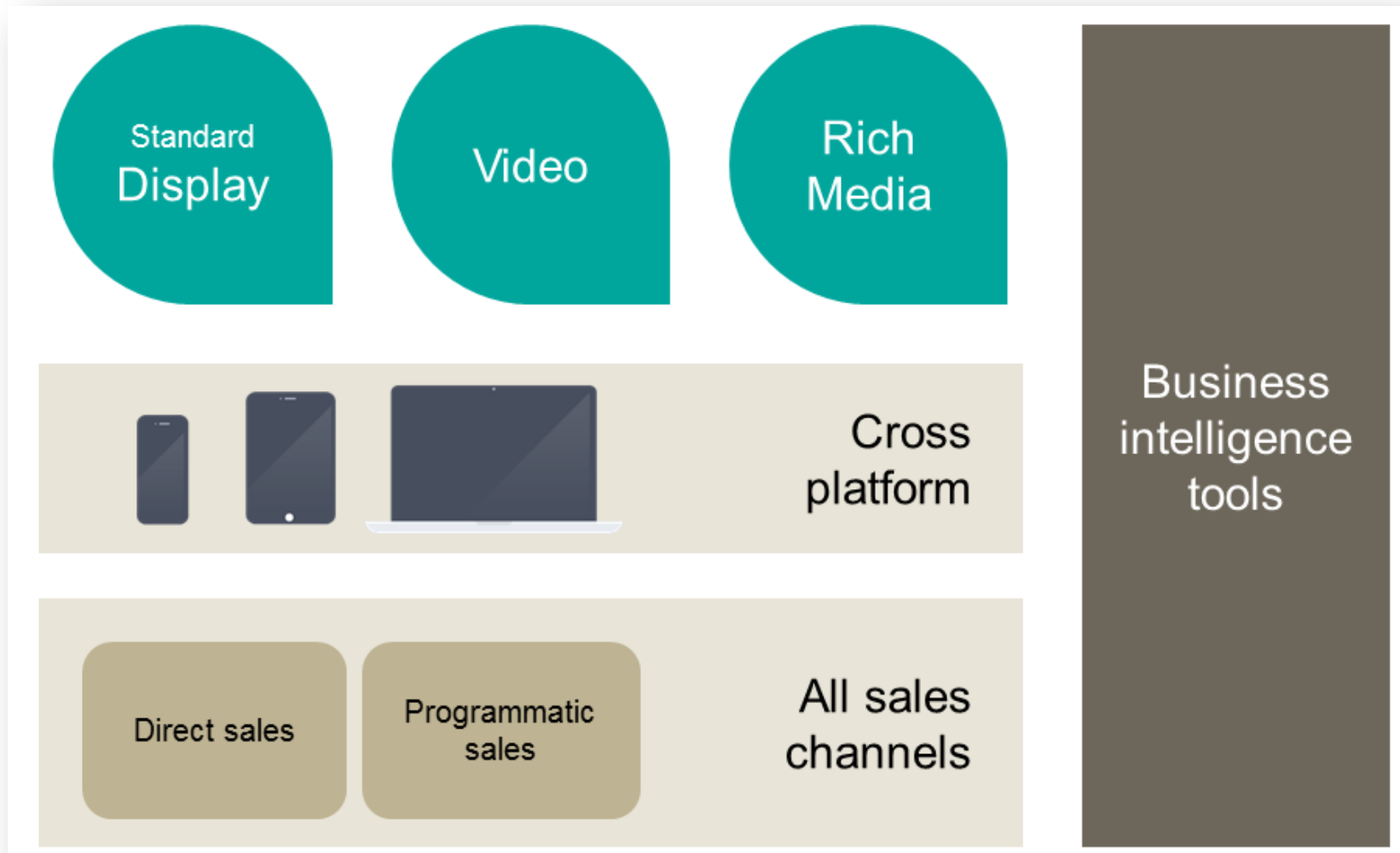
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Maximize your inventory performance

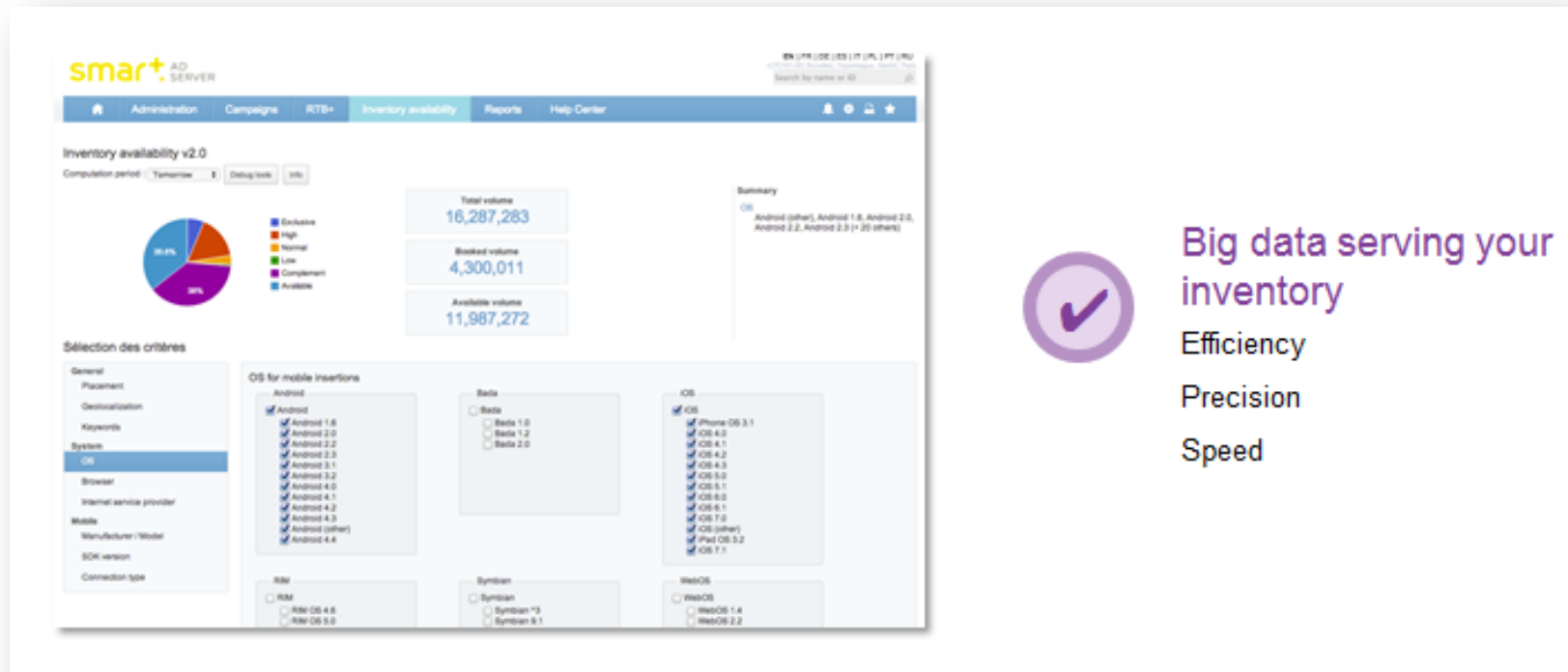






Inventory forecasting

View into the future precisely and instantly





smart⁺ AD
SERVER

RTB revenues

=

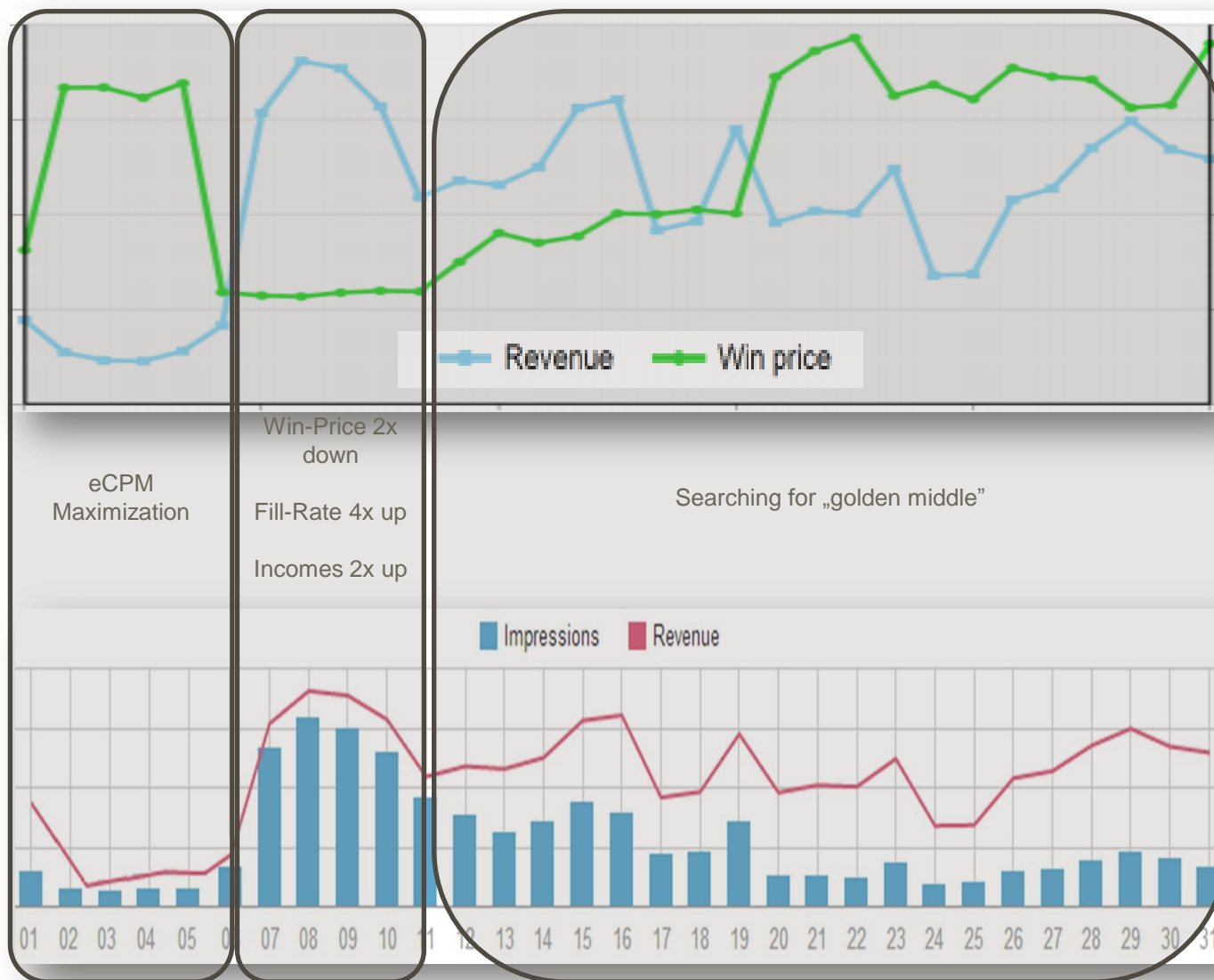
Number of Impressions x Fill-Rate x Win-Price (eCPM)

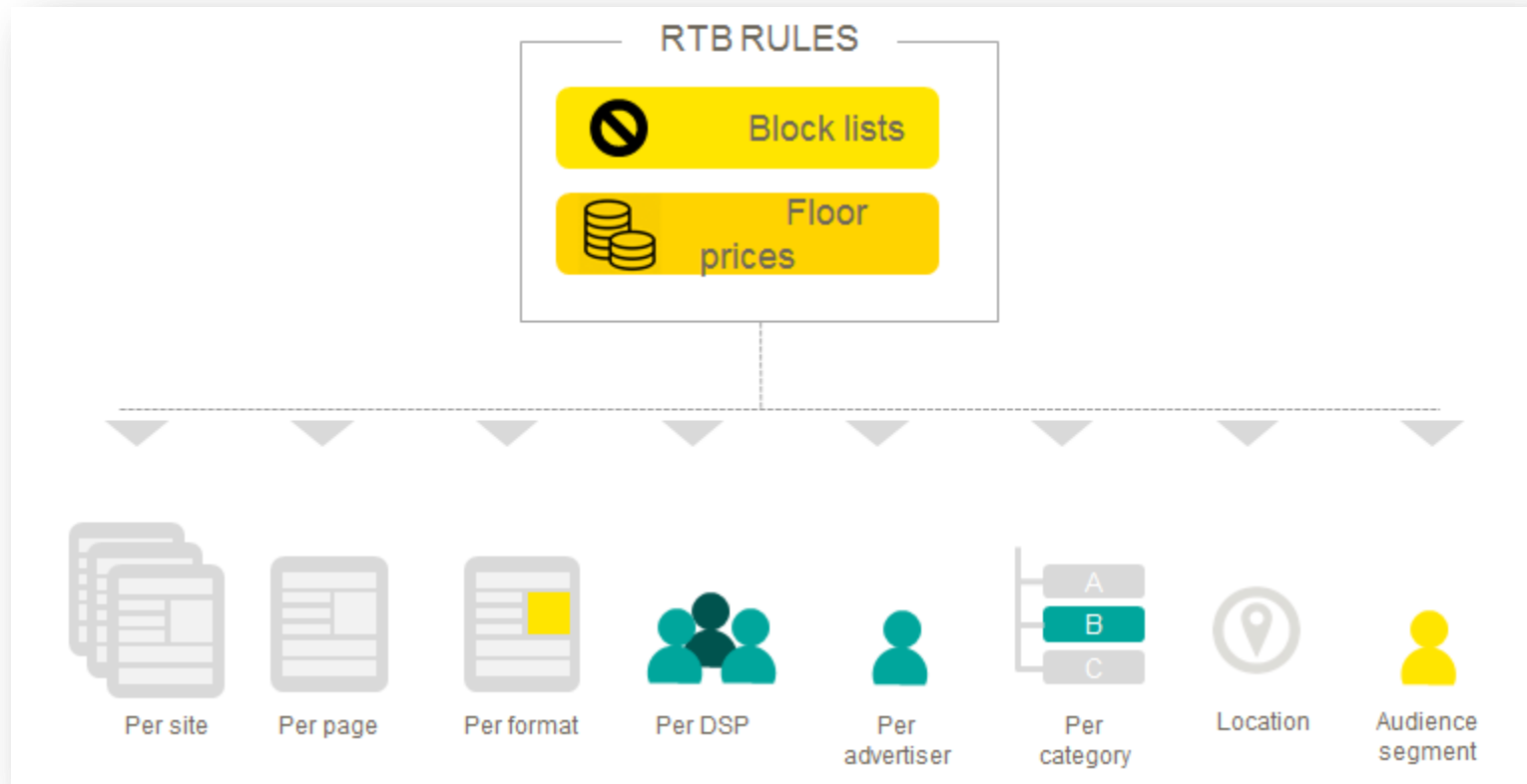
Lower Floor Price → Higher Fill-Rate

Higher Floor Price → Lower Fill-Rate

1.000.000 impressions x **10%** x **1 EUR CPM** = 100 EUR

1.000.000 impressions x **5%** x **2 EUR CPM** = 100 EUR





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with ... ?

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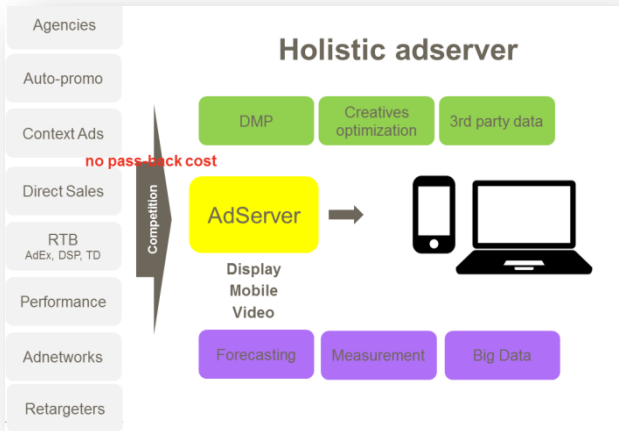
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with **holistic adserver**

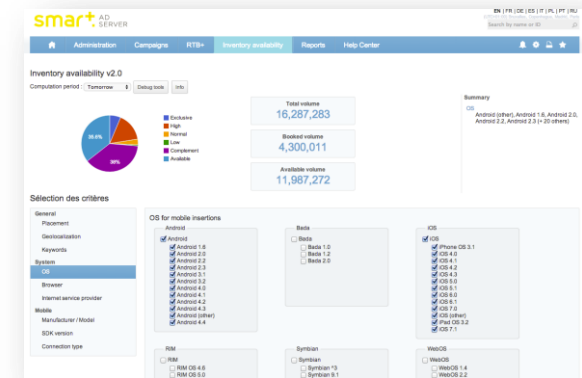
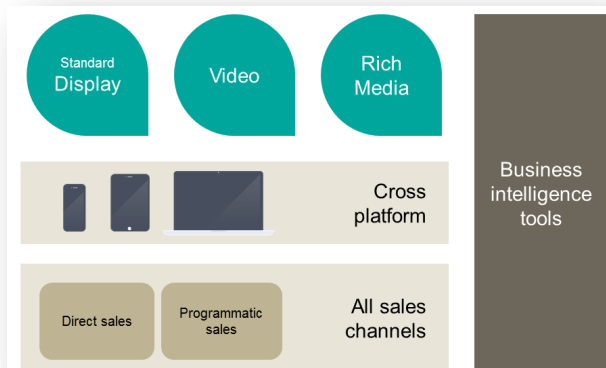
“SSP’s and Ad Servers Will be Dead in Two Years,” SpotXchange’s Mike Shehan



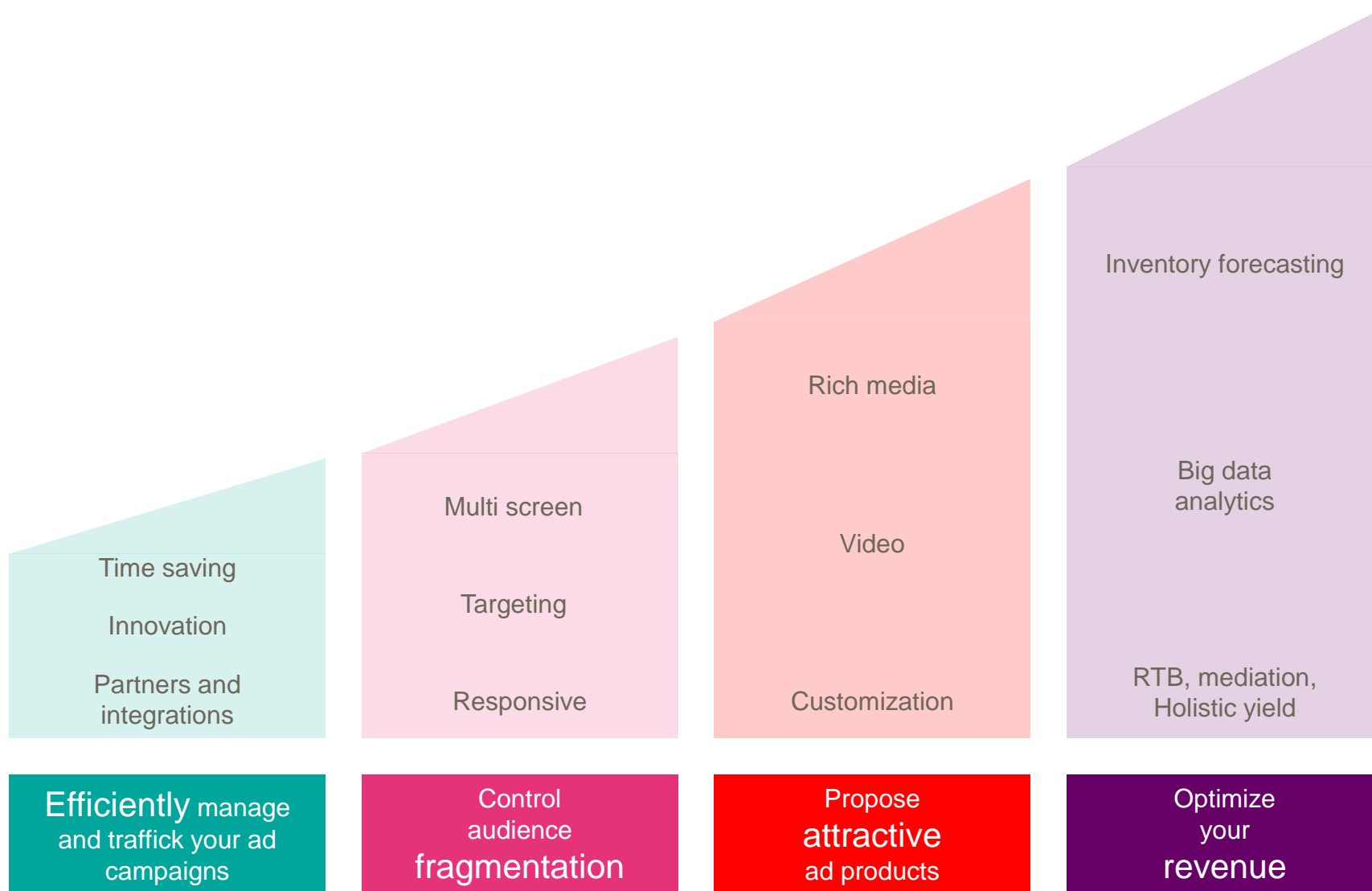


Adserver → Integrated Holistic Platform

All sales channels, all ads formats and screens in one place (All-In-One)
Full control and optimization



Fully integrated and holistic platform



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let's talk

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