

# AppNexus + 33Across

Putting the Right Pieces Together to Help Publishers Monetize

## THE COMPANY

33Across isn't a stranger to helping digital publishers solve their most difficult challenges. In fact the publisher monetization platform gets its name from what most consider the hardest clue in a crossword puzzle: "33 across." The logic behind this is if someone solves "33 across," they can unlock any other piece of the puzzle.

What "33 across" can do for crossword puzzles, 33Across also does for publishers. Working with legendary companies like The New York Daily News, CBSi, and Tribune Media, 33Across seeks to unlock every last possible opportunity for monetization.

## THE CHALLENGE

### Adopt a Better Header Bidding Strategy

33Across has been an AppNexus partner since 2011. They're particularly deft at utilizing the marketplace to create private deals between buyers and sellers. When AppNexus announced the launch of a header bidding solution last year, 33Across knew it was a solution they had to test, among others in the market. They had three key objectives in mind when testing AppNexus' header bidding solution: give publisher partners the ability to run multi-size creative auctions, drastically reduce latency in the header bidding process to improve user experience, and to increase the total fill rate and inventory revenue of its publishing partners. 33Across needed a technology platform that could match the scale, reach and quality that their partners would expect. The close relationship between 33Across and AppNexus ensured that transparent collaboration and mutual innovation would meet those needs decisively.

## THE SOLUTION

To help 33Across reach its goals, AppNexus advised 33Across to create a single, multi-size auction strategy, to be set up by 33Across' own internal engineering resources. Once implemented, the new strategy could increase 33Across' total available impressions, maximize diversity of multi-size ad formats, reduce header bidding latency exponentially, and vastly increase the fill-rate and revenue of its global publishing clients.

"The biggest advantage 33Across saw with AppNexus' header bidding technology was the ability to run one, multi-size auction rather than several parallel auctions."

Monthly revenue increased by

**120%**



## THE RESULTS

While it was the 4th Header Bidding partner for 33Across, AppNexus' Header Bidding solution delivered a significant increase in performance for 33Across:

- Total available impressions grew by 31%
- Fill-rate for 33Across partners increased by 101% in just one month
- Monthly revenue skyrocketed by 120%
- The ability to run multi-size auctions for all creatives reduced latency drastically

## A FOCUS ON USER EXPERIENCE WITH APPNEXUS' HEADER BIDDING SOLUTION

The biggest advantage 33Across saw with AppNexus' header bidding technology was the ability to run one, multi-size auction rather than several parallel auctions. When all demand sources can compete in one auction, regardless of creative size, both yield and fill increased while latency went down. This resulted in the 33Across platform being much more attractive to their publishers for the improvements in user experience. Another big plus with AppNexus' header bidding solution was the ability to work with all creative sizes, since 33Across monetizes a wide variety of available placement sizes on publisher pages.



### About 33Across

33Across is the first publisher traffic and monetization platform to guarantee quality through ads that are 100 percent in-view with a pre-bid fraud filter. Through its advanced technology and its insights into how people view, consume, and share content across devices, the company enables more than one million publishers to increase revenue and traffic. 33Across traffic building, insights, and monetization tools allow publishers to do what they do best – create great content.

For more information, follow the company at: [@33Across](#)  
Or visit: [www.33across.com](http://www.33across.com)



### About AppNexus

AppNexus is a technology company that provides trading solutions and powers marketplaces for Internet advertising. Its open, unified, and powerful programmatic platform empowers customers to more effectively buy and sell media, allowing them to innovate, differentiate, and transform their businesses. As the world's largest independent ad tech company, AppNexus is led by the pioneers of the web's original ad exchanges. Headquartered in New York City with ten global offices, AppNexus employs hundreds of the brightest minds in advertising and technology who believe that advertising powers the Internet.

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