

AppNexus + Le Figaro

Figaro Media Group leverages AppNexus Publisher Suite to increase total revenue yield and user experience

THE PROBLEM: PICKING THE RIGHT TECHNOLOGY PARTNER

With the acquisition of CCM Benchmark Group last year, Figaro Media Group found itself in the welcome position of being the single-largest digital publisher in France, with 31 million unique visitors per month in France alone (50 percent of the country's total population), as well as 60 million monthly viewers visiting its various worldwide properties. As if that wasn't enough good news, Figaro Media Group also happens to be the only media conglomerate in France that fully turns a profit.

It was, without question, a triumphant milestone for Figaro Media. But it was also a moment of decision. At the time of the acquisition, Figaro Media Group was operating with two different adservers—as well with two separate SSPs. For a company of Figaro's global stature—a multimedia conglomerate responsible for operating three major publications and 17 different websites—having to operate under the auspices of multiple vendors was a chaotic, at best. It soon became evident that a full-stack solution would be the best way to manage their business.

THE REQUIREMENTS

In choosing a new tech partner, Figaro Media Group had several very specific requirements.

- They needed a company with a proven track record of independence and openness, which would give them the freedom to integrate customized add-ons that were specific to their business over time.
- They also preferred to work with a company that didn't possess media assets that might stand to compete with their own.
- Furthermore, they needed a vendor capable of seamlessly managing both desktop and mobile, since mobile accounts for a full 50 percent of their inventory.
- Finally, they needed a partner able to offer similar levels of technology and service at scale to their advertising partners.

Figaro Media Group had already invested significant time and money into their programmatic business resulting in programmatic CPM's that were 45-60% higher than their direct sales channels. **This unique situation required that any vendor who partnered with them would need to be leaders in programmatic.** In addition, since direct sales are a critical source of revenue for digital publishing, it was critical for Figaro Group to partner with a platform that would ensure high levels of ad revenue from both programmatic and direct sales channels.

Ultimately, the choice came down to several possible contenders, including the AppNexus Publisher Suite.

FAST FACTS

- 25% lift in direct sales
- 50 percent improvement in page load times immediately after migration to AppNexus Publisher Suite
- Unique views rose by 10 percent—a staggering figure
- Increase of their already considerable programmatic revenue by another 40 percent.

“Our CPM in programmatic [is] roughly 40 to 60 percent higher than what we have [for] direct sales. So we really need is a solution that can help us improve our revenue on direct sales and on programmatic.”

Alexis Marcombe
COO at MEDIA.figaro

THE SOLUTION: THE APPNEXUS PUBLISHER SUITE

After a period of review, Figaro Media Group made the decision to implement the AppNexus Publisher Suite. Other ad servers had a history of being the go-to solution for global publishers—most of them possessing a lesser scale and reach than Figaro Media Group, the choice ultimately came down to superior technology—as well as partnering with an internet tech company that didn't own media properties that might otherwise compete with their own.

Figaro enjoyed how AppNexus' open, fully transparent APIs would not only let them control their technology on their own terms, but would also provide them with the necessary scale and reach to deploy tailored solutions across different consumer devices.

The AppNexus Publisher Suite also allowed them to put user engagement first. The proof of that was that after they implemented the full Suite, Figaro Media Group experienced a 50 percent improvement in page load times immediately after the migration. Their unique views also rose by 10 percent—a staggering figure considering a full third of the French population visited Figaro media properties on a monthly basis before the AppNexus integration.

Partnering with AppNexus also allowed Figaro Media Group to increase their already considerable programmatic revenue by another 40 percent. Finally, improved mediation allowed them to gain better control of third-party sales houses, which also improved their direct sales by 25 percent.

“What we really appreciated was your ability to consider our point of view. Your team was able to make all fixes within two weeks, which stands in light-speed contrast to some of your competitors.”

Alexis Marcombe
COO at MEDIA.figaro



ALEXIS MARCOMBE
Chief Operating Officer, Figaro Media



About Figaro Media Group

Figaro Media Group is a multimedia publisher, providing content through paper-based publications and digital media. Le Figaro.fr is France's leading online news site, and also the leader in mobile news services.

For more information, follow us at <http://media.figaro.fr/>



About AppNexus

AppNexus is an internet technology company that enables and optimizes the real-time sale and purchase of digital advertising. Our powerful, real-time decisioning platform supports core products that enable publishers to maximize yield; and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns. Headquartered in New York City, AppNexus employs over 1000 professionals in offices spanning five continents.

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