

# AppNexus + Livingly Media

Header Bidding with AppNexus Drives 10% Incremental Revenue Growth for Livingly Media In Two Months



## CHALLENGE

**Finding the right header bidding partner that could increase revenue without compromising user experience.**

Livingly Media is a digital media company that publishes content geared toward smart, independent women: Livingly (lifestyle), Zimbio (entertainment news), Lonny (home décor and design), and StyleBistro (fashion and beauty). Together, these publications reach an average monthly audience of more than 20 million readers.

As a Silicon Valley-based company and a subsidiary of the diversified global media giant Axel Springer, Livingly is on the cutting edge when it comes to adopting new technologies that allow Livingly to scale faster and serve its readers and advertising clients more effectively.

Being highly tech-savvy, Livingly was one of the earliest adopters of header bidding (also known as a pre-bid integration).

Header bidding's popularity is on the rise as it levels the traditional "waterfall" setup by allowing increased competition between guaranteed, RTB buyers, and exchanges within a publisher's ad server, without bias towards a particular demand source. As a result, publishers can drive higher yields with header bidding.

In a waterfall setup, a publisher prioritizes its guaranteed and network demand partners based on an estimated expected bid price. Partners that are ranked higher can cherry-pick the best impressions before others have a chance to bid for the impression, even if there is a lower-ranked buyer who would have paid more for it.

By contrast, header bidding integrations foster true competition by giving publishers the ability to choose the best offer from bids made simultaneously by each of their prospective buyers. As a result, publishers can better understand buyer demand and maximize incremental revenues on every impression they sell.

Despite its many advantages over the waterfall setup, header bidding comes with its own set of problems.

*"Header bidding is a smarter way to monetize inventory and it is as an innovative solution that allows true competition between guaranteed and RTB demand," said Arel Lidow, VP of Product Management for AppNexus. "However, its important to work with the right header-bidding solution to avoid additional latency that can cause painful delays in the site load times."*

## METHODOLOGY

**Livingly Selects AppNexus For Header bidding To Boost Its Revenues Without Impacting Site Performance.**

“We are impressed with the phenomenal revenue growth fueled by header bidding with AppNexus without having to sacrifice ownership of our inventory.”

**Danny Khatib,**  
President & COO, Livingly Media

## RESULTS

**AppNexus Establishes Itself As A Top Header Bidding Partner for Livingly With 10% Incremental Revenue Growth, Access To The World's Largest Programmatic Buyers, And Excellent Customer Service.**



After running tests with several header-bidding solutions, Livingly found that AppNexus was well positioned to help it achieve its revenue goals and user experience criteria.

“In order to avoid the common pitfalls of header bidding, we were extremely selective in our search for the ideal header bidding partner,” said **Danny Khatib, President & COO of Livingly Media**. “We wanted to work with someone who could help us achieve our revenue goals without damaging the user experience. We were also particular about having a partner that could offer a lightweight implementation with exceptional services and support. AppNexus checked off on all these fronts.”

Livingly inserted a special Javascript call from AppNexus into its webpages, which then made ad requests to all demand sources prior to the publisher ad server. The winning bid was then passed from AppNexus into the ad server so it could compete with other bids in the ad server. Instead of segregating demand at each stage of a waterfall, the header-bidding integration allowed Livingly to expand the real-time auction across all demand sources for every impression.

The implementation was simple and speedy, due to AppNexus’ easy-to-integrate API. **As a result, Livingly’s header bidding integration was live and delivering results within two weeks of implementation.**

“We received exceptional service from the AppNexus team, who provided support and guidance at every step of the way to ensure that Livingly’s header bidding integration with AppNexus was driving the desired results.”  
— **Danny Khatib, President & COO, Livingly Media**



**AppNexus distinguished itself as an extremely effective header-bidding partner for Livingly.**

By gaining access to additional demand from the world’s largest programmatic buyers on the AppNexus platform, Livingly earned an incremental revenue lift of 10%, allowing the company to very quickly meet its aggressive revenue targets. By allowing Livingly’s guaranteed and RTB partners to compete on equal footing, the company was able to increase bid density in its primary ad server leading to a positive impact on Livingly’s CPM.

What’s almost as impressive is how easy it was for Livingly to achieve this growth. Implementation was quick and AppNexus’ asynchronously scripted tags allowed the firm to use header bidding without slowing its load times or damaging user experience. **Indeed, Livingly found AppNexus to be one of the fastest header bidding partners around, responding to more than 50% of its ad calls in less than 500 milliseconds.**