

# AppNexus + Ranker

Ranker Increases Video Revenues By 70% With Prebid

## THE CHALLENGE

### Ranker wanted to grow video revenues by duplicating its display header bidding success

Ranker is a data-driven media company that harnesses the wisdom of the crowd to produce engaging, list-based content designed to answer a wide range of questions—from watercooler topics like “What are the best movies of all time?” to more practical matters like “What are the best car values on the market today?”

Powered by the user-submitted opinions of its visitors and a deep desire to delight online content consumers, Ranker generates 55 million unique visitors each month, with an average time-per-visit of 5.5 minutes.

Several years ago, Ranker substantially increased its display yields after implementing header bidding on their inventory. In doing so, the publisher overcame the limitations of the traditional ad server waterfall and empowered its many demand sources to compete on even footing for every impression, in a real-time auction held in the header of its browser pages. As a result, Ranker quickly experienced a sizable increase in its CPMs, yields, and fill rates.

A few years later, Ranker decided it wanted to generate similar results for its video content. At the time, it was selling video impressions through a setup that involved as many as 50 tag-based partners. As a data-driven business, Ranker understood that implementing header bidding on its video inventory would provide operational efficiencies in addition to increasing yields.

Ranker needed a solution that would allow more of its demand partners to bid on more of its inventory—on an even playing field and without an increase in latency. The right solution would also be one that was easy to implement, as Ranker’s operations team did not have the capacity to undergo a complex, time-consuming setup process. Finally, this solution would also allow access to the unique demand in the AppNexus Video Marketplace. What the publisher needed was prebid.js.

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## THE SOLUTION

### Ranker integrates video header bidding with the easy implementation of prebid.js

Ranker chose to execute video header bidding with prebid.js and the premium AppNexus Marketplace.

The publisher implemented the prebid.js solution for both instream and outstream content, ensuring that its demand partners could compete in real-time for its entire suite of video inventory. Since Ranker was already working with AppNexus as one of their header bidding partners for display inventory, extending the solution to video only required three simple additional steps. Using the available documentation, Ranker was able to build out its video header bidding solution in a single week.

In addition to implementing the prebid.js header bidding solution, Ranker selected the AppNexus Marketplace as its first header bidding demand partner, granting the firm access to premium demand from the likes of Mindshare, Xaxis, Amnet, and AT&T.

Together, the low-latency prebid.js setup and the high-quality AppNexus Marketplace delivered a rapid increase in fill rates and publisher yields.

“Prebid’s fast, easy implementation process was a major selling point for us,” said Robin Strauss, VP Ad Technology & Yield at Ranker. “In just a week, we were able to execute on a header bidding setup for our instream and outstream video inventory, without any of the operational headaches that typically accompany such a big change to our technology stack.”

## THE RESULT

### The implementation of video header bidding had a profound impact on Ranker’s bottom line.

After the AppNexus Marketplace was successfully integrated into Ranker’s video header bidding setup, the publisher began adding new video demand partners. Today, Ranker has 10 instream and outstream video demand partners integrated into its header auction, with more in the pipeline.

Within two quarters of implementation, Ranker enjoyed a staggering 86% increase in video revenues. All told, Ranker has seen a 70% increase in year-over-year video revenue since it first began working with prebid.js and AppNexus header bidding.

Even better? The publisher has been able to achieve these gains without harming its user experience, thanks in large part to its low-latency prebid.js setups.

“AppNexus has been a key part of the 70% YoY growth we’ve seen in our video business line,” Strauss said. “We have benefitted from the same efficiencies and increased competition that header bidding brought to display, enabling us to reduce the number of video partners that we work with, while increasing CPMs and overall yield.”

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**Robin Strauss**  
VP Ad Technology & Yield, Ranker





#### About Ranker

Ranker is the web's ranking platform, using user-voted rankings to harness the "wisdom of crowds" to answer both watercooler debates like worst movies of all time as well as practical questions like best car values. Ranker's technology aggregates these granular opinions via a unique and engaging user interface, proprietary algorithms, and a semantic backbone.

For more information, visit: [www.ranker.com](http://www.ranker.com)

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#### About AppNexus

AppNexus is a global internet technology company. We operate the world's largest independent marketplace for digital advertising and powerful enterprise technology for buyers and sellers of digital ads. Our scaled, real-time decisioning platform enables publishers to maximize yield and marketers and agencies to harness data and machine learning to deliver intelligent and customized campaigns.

For more information, follow us at [@AppNexus](https://twitter.com/AppNexus) or visit us at [appnexus.com](http://appnexus.com).

