AppNexus

AppNexus + Seattle Times

AppNexus Header Bidding Drives 25% eCPM Lift For The Seattle Times

THE CHALLENGE

The Seattle Times Wanted To Improve Its Header Bidding Monetization

Founded in 1896, The Seattle Times serves the Northwest of the United States with thoughtful, independent journalism that makes a difference. By cutting through the clutter and providing readers with relevant, timely and accessible information, the publication has built an audience of 1.5 million adults across its print and digital properties.

In late 2016, The Seattle Times implemented header bidding to allow its programmatic demand sources to compete on even footing with its direct deals. By using the open-source prebid.js setup, the publisher empowered its programmatic partners to purchase the ad impressions they valued most, generating additional revenues in the process.

Despite this early success, The Seattle Times still felt that its header bidding operation was not as effective as it could be. In order to optimize its yields, the company sought to add a new exchange partner to its header bidding setup. This partner would be counted on to connect The Seattle Times to premium programmatic demand and provide the technical tools necessary for the publisher to price their programmatic inventory. Otherwise, The Seattle Times would be left feeling that it hadn't *quite* reached its monetization potential.

By bringing in exclusive, premium demand and implementing optimal pricing, the AppNexus SSP quickly became a major source of incremental revenues for the publisher.

THE SOLUTION

The Seattle Times Adds The AppNexus SSP To Its Header Bidding Stack

In January 2018, The Seattle Times added the AppNexus to its header bidding setup. With the help of the AppNexus customer support team, the integration was quick, painless and an easy lift for the publisher.

Once the AppNexus SSP was up and running inside the prebid auction, The Seattle Times was quickly connected to the world's top ad-buyers, some of whom were available exclusively on the AppNexus platform. In addition, the SSP's automated pricing technology set the optimal price for each impression, based on a variety of real-time market conditions. This ensured that The Seattle Times received bids that reflected the true value of advertising beside its high-quality journalistic content.

Within three months, AppNexus became The Seattle Times' top pre-bid partner in terms of revenue generation.

THE RESULTS

AppNexus Helps The Seattle Times Lift Header Bidding eCPMs By 25%

The integration of the AppNexus SSP had a transformational impact on The Seattle Times' header bidding operation.

By bringing in exclusive, premium demand and implementing optimal pricing, the AppNexus SSP quickly became a major source of incremental revenues for the publisher. And because AppNexus was fielding higher bids than the other four partners in the header bidding stack, its integration forced the competing exchanges to start bidding higher in order to win the publisher's auctions.

Across its entire prebid operation, The Seattle Times now enjoys eCPMs that are 25% greater than they were before the AppNexus SSP was added to the auction.

"Integrating the AppNexus SSP could not have been easier, and doing so has dramatically improved performance across our entire header bidding stack" said Rob Schwertley, Digital Yield Manager at The Seattle Times. "By connecting us to the right demand partners and helping us more efficiently price our inventory, AppNexus has allowed us to generate more of the revenues we need to pay our journalists and developers for the important work they do."

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Rob Schwertley
*Digital Yield Manager,
The Seattle Times*

The Seattle Times

About The Seattle Times

The Seattle Times is the #1 local digital media site in the region, with nearly 7 million unique visitors and 32 million page views per month. Reach a broad audience on the homepage or strategically target specific consumers. Our responsive design delivers your ad in the perfect size for every device for the best possible user experience.

Seattletimes.com features local, national and breaking news, award-winning photography and multimedia, sports, business, technology, entertainment, living, opinion, community news partners and more, for an in-depth digital experience of what matters in the Pacific Northwest.

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AppNexus

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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