CASE STUDY

Planet Media: How they unlocked revenue opportunities through holistic competition

+ 20% increase on average Gross RPM

CONTEXT

Planet Media is an independent digital media group that has established itself as the French content publishing leader for Seniors. It has 5 brands: Planet.fr, Medisite, E-santé, Alpen Editions and Zest Retraite which count more than 11 million monthly readers and 4 million qualified subscribers.

OBJECTIVE

- Maximize global revenues across all channels, direct and programmatic.
- Overcome the main technical challenges in adding Google AdX as a demand source in the holistic competition in real-time.

SOLUTION

- Implement Google AdX demand through Smart's platform.
- This competition is fully transparent and agnostic: no self-preferencing and no conflict of interest.
- Smart’s adserver and SSP now enable a full holistic yield competition between Header Bidding, RTB+, Direct and Google AdX demand.
- Planet Media was able to maximize demand due to real-time transparent competition between all demand sources: Smart global DSP connections, server-side integrations, Header-Bidding connections, and Google AdX demand to achieve a 100% fill rate.
- Smart supported Planet Media in the entire implementation of this new solution.
RESULTS

+ **20% on average Gross RPM.** The uplift on Gross RPM goes from 2% to 60%.

+ **26% of total average revenue** from GAM.

+ **A premium demand** which enables high incremental value added.

«One of the challenges of digital monetization is the implementation of an effective holistic competition. SMART, an independent French adtech player, has been able to develop a powerful and agnostic adserver allowing publishers to put in competition Smart’s own RTB demand with other SSP Partners demand through header bidding. On top of that, Smart also allowed us to benefit from Google AdX demand, which is somewhat unusual when GAM is not the primary adserver, but really valuable for us. This new mechanism simply let us get the best price for each impression, the ultimate goal for any publisher.»

About Smart

Smart is the leading independent ad tech platform built to serve the interests of both buyers and publishers. Smart’s fully transparent platform and shared-interest business approach enables brands and premium publishers to get their fair share of ad value at every opportunity, on their terms. Smart works directly with hundreds of buyers and more than 1,000 publishers worldwide including Groupe Marie Claire, Le Figaro, Altice Media Publicité, and IMGUR to deliver display, video, native, and rich-media ads to over 50,000 sites and apps. Smart is ranked on the Deloitte Technology Fast 500 EMEA and in the Financial Times’ FT 1000: Europe’s Fastest Growing Companies. The company operates 12 offices worldwide.