

A 20% Revenue Growth for “Le Monde”, through its Partnership with Index Exchange

“M Publicité”, is the advertising department of highly respected French publisher Le Monde. Le Monde is known for publishing the following outlets in France: Le Monde, Le Nouvel Obs, La Vie, Courier International, Télérama, HuffPost.fr.

M Publicité has embraced and adopted programmatic advertising in stages. The first stage involved outsourcing programmatic development and upkeep to several partners. Then, three years ago, M Publicité launched Skyline — its own premium, programmatic marketplace — and brought its programmatic operations primarily back in-house.

M Publicité: unlocking the power of programmatic through effectiveness

Recently, M Publicité tapped Index Exchange for support in addressing day-to-day challenges, seeking a close partner with whom they could have a two-way relationship focused on finding solutions.

Since their partnership began, M Publicité and Index Exchange have aligned even more closely, seeking new ways to innovate and optimise user experience across Le Monde’s properties.

The key of effectiveness: choice of integrations and innovation

In order to unlock the power of programmatic, M Publicité has benefit from the following integrations:

- Easy addition of partners integrated via the IX Library
- Automatic access to the LiveRamp IDL solution integrated in the IX Library.

Boosting Revenue and Delivering Exceptional Service

Shortly after integrating the IX Library™, M Publicité watched its revenue grow by +20%.



Customisable to meet business needs

The IX Library is free for every partner.



Equipped for people-based marketing

The IX Library brings people-based buying to all publishers regardless of their header bidding solution.



Tailored services

Index Exchange has a full-service team to support any needs from partners (e.g. integrations, updates, etc.).

“The revenue is important, but we place it at almost the same level as the support provided by a partner. We’re not satisfied with a QBR, the traditional quarterly meeting in ad tech. We prefer to have regular meetings on a weekly or bi-weekly basis. And this is the kind of relationship we have with Index Exchange.”

Sébastien Noel

Director of Programmatic Activities,
AdTech and Monetisation at M Publicité