

Softonic Partners with Index Exchange, Boosting its Outstream Video Revenue by 20%

Softonic is a Spanish publisher based in Barcelona. It's the world's largest app and programme download portal, available globally in more than 15 languages (English, French, Korean, Japanese, Russian...).

Softonic has significant traffic, with 70 million users per month distributed in three main areas: North America, EMEA, and LATAM.

The state of the market

Over the past few years, Spain has embraced programmatic. Statista has predicted that digital advertising will land around 2.6 Billion € in Spain in 2021, and will continue to increase in 2022. To that end, Softonic needed to start integrating the right partners in order to prepare for this significant shift across its markets, and Spain in particular.

The company started working with Index Exchange back in 2017 by integrating Open Bidding, quickly moving to Prebid in 2018. In 2020, Softonic was one of the early adopters of our tailored programme for outstream video, which is a video advertising unit that auto-plays in a large format player whenever a user navigates through editorial content. To that end, Softonic worked closely with Index Exchange's team to leverage this opportunity and boost its revenue growth.

The challenge

Softonic wasn't monetising its video inventory at its full potential and was missing a great revenue opportunity. Therefore, Softonic was looking for a way to not only optimise the monetisation of its digital ad space, but also its effective Cost Per Mille (eCPM), Revenue Per Mille (RPM), and monetise its outstream video inventory. Index Exchange was selected as the ideal partner to tackle the challenge.

20%

uplift of outstream video revenues
from July to December 2020.



Prebid Video

Index Exchange has implemented its Prebid client-side integration to meet Softonic's goals and bring alternative server-side products.



TAM

By implementing TAM (Transparent Ad Marketplace), Index Exchange's team allows Softonic to access Amazon's demand, and offers a server-side alternative to diversify revenue.



Floor Strategy

Index Exchange advised Softonic when they've implemented Google's Unified Pricing Rules, a floor management feature, in Google Ad Manager, comparing the floors they've initially set with the average bid price (average eCPM of bids in their inventory) to set floors that fit with their specificity and optimise their revenue generation.

"Index Exchange is one of the best-in-class exchanges in Spain. With Softonic, Index Exchange has quickly become a game-changing solution for demand generation for outstream video. Thanks to our collaboration with them and, through the integration of prebid video."

Frederic Delga
Digital Advertising director, Softonic