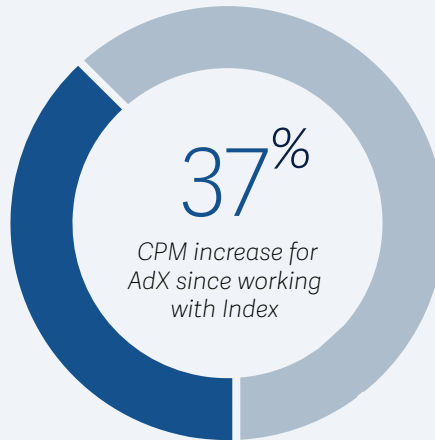
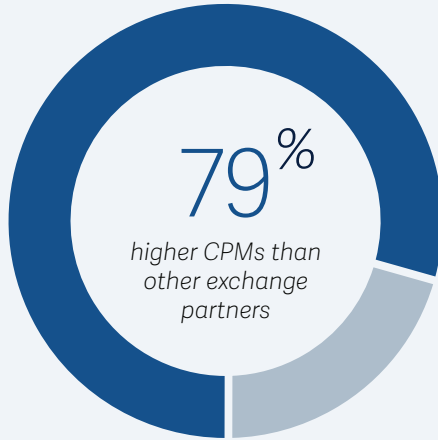




## Results



SOURCE: Mediavine internal data 2017

## The Partner

Mediavine is the publisher's ad network, which represents over 1600 publishers, including The Hollywood Gossip, TV Fanatic and Food Fanatic. They garner 1.5 billion ad impressions and have a social media reach of nearly 120 million.

*"Since working with Index Exchange, we've seen a dramatic increase in both CPMs and revenue across all exchange partners. Their ability to monetize our highest-value inventory is unparalleled, they are our top partner for ad quality, and their strong demand has significantly raised the CPMs we've seen through dynamic allocation."*

**Eric Hochberger**, Co-Founder, Mediavine



## The Goal

① Yield best rates for inventory

② Increase programmatic revenue overall

## Best Practices

### All Inventory Competes Solely on Price:

Mediavine prioritized price above all else in their auction. This meant no built-in advantages, allowing for the open market to show the true value of their inventory.

### Reserve Priority Only for Deals with Guaranteed Budgets

Mediavine only prioritized deals above the open market when there was actual, guaranteed spend behind them. Everything else competed on price in the open market.