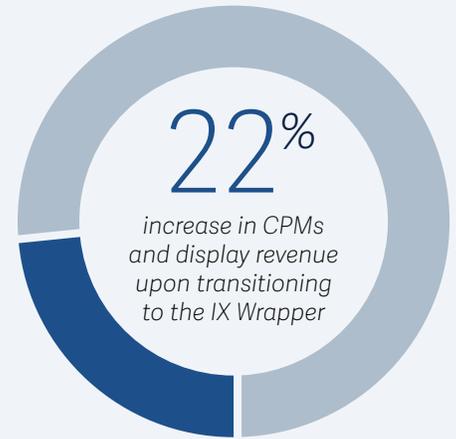
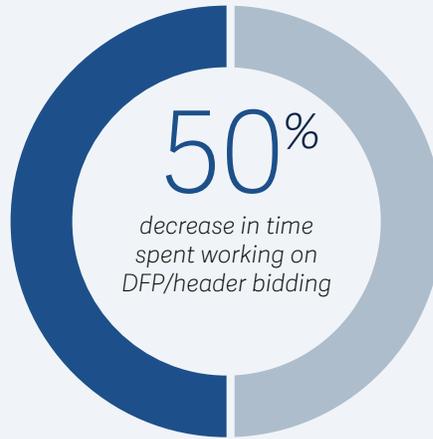
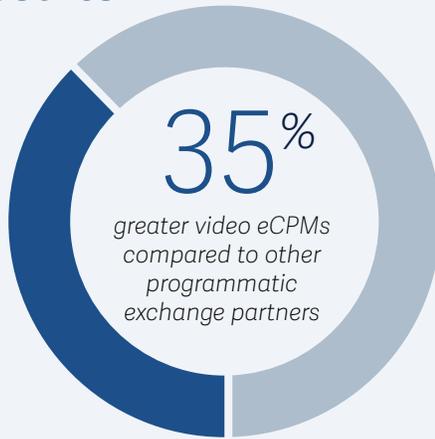




Results



SOURCE: LittleThings internal data 2017

The Partner

LittleThings is the #1 digital lifestyle destination, publishing engaging and meaningful content for women of all generations. With an audience of 56 million monthly unique visitors, LittleThings achieves the highest engagement per article and garners 275 million monthly cross-platform video views.

"Before Index Exchange, we spent 20+ hours each week managing DFP. Now, Index takes on most of the heavy lifting. On top of earning greater value for our inventory, we can devote more resources toward essential projects."

Justin Festa, EVP of Digital, LittleThings



The Goal

Yield the Best Rates for Video Inventory

Video inventory is a particularly valuable commodity for publishers, so LittleThings made maximizing their video revenue a top priority.

Decrease Operational Complexity

Direct sales and exchange partner management can quickly consume publisher's time and resources. LittleThings wanted a preferred partner who could improve revenue while decreasing the amount of time their team spent hands on keyboard.

Best Practices

Provide Trusted Partners with DFP Access

Entrusting Index Exchange with direct DFP setup, allowed Index to take on the brunt of line item building and implementation work and LittleThings to reduce time spent on maintenance.

Have Everything Compete Solely on Price

By prioritizing price above all else in their auction, LittleThings created an environment in which no group had any built in advantages, allowing for the open market to show the true value of their inventory.

Choose Your Wrapper Vendor Carefully

LittleThings knew all wrappers are not created equal. After finding performance from their open source header bidding wrapper unsatisfactory, they switched to the Index Exchange Header Tag Wrapper, which significantly increased their display revenue and CPMs.