



How IX Helped Apartment Therapy Boost Advertising Spend



OVERVIEW / CHALLENGE

Like many publishers in today's climate, [Apartment Therapy](#) (a lifestyle publishing company focused on home), is constantly looking for innovative ways to appeal to today's buyers and boost ad spend.

As the industry stands today, more than 70% of all marketing dollars are swallowed by the Walled Gardens, leaving publishers in a continuous search for additional revenue streams and tools to incentivize ad spend.

SOLUTION

IX helped Apartment Therapy capture incremental agency spend via a new publisher-controlled programmatic deal feature called [Post-Auction Discounts](#). Introduced to Apartment Therapy in February 2020, Post-Auction Discounts provided an incentive for buyers to boost their spend on the publisher's site.

Publishers can use the feature to encourage select advertising partners to spend more through a negotiated discount rate, with the expectation that the advertiser will spend more on that publisher's inventory.

Post-Auction Discounts are designed to work with all header bidding supply, with transparent reporting verifying the benefit to buyers.

OUTCOME

1011% increase in Private Marketplace spend

Apartment Therapy saw a 1011% increase in Private Marketplace spend from one key advertiser after implementing Post Auction Discounts. March 2020 revenue numbers were among the highest Apartment Therapy had ever seen, despite difficult industry circumstances due to COVID-19.

“Since activating Post-Auction Discounts on Deals with Index Exchange, we've been pleased with the revenue return. This feature gives us complete control on the percentage of the discount being applied so that we can ensure the discount is outweighed by the incremental spend we see from participating advertisers. It was also a seamless tool for us to implement. Kudos to Index Exchange for their efforts to bring more transparency to the market.”

LAINA ZISSU, SENIOR MANAGER, PROGRAMMATIC SALES

Contact Your Index Exchange Representative to Learn More About This Feature