



# Index Exchange and PMX Bring Transparency to High Impact Media Buying



## THE STATE OF THE MARKET

In recent years, high impact media formats that drive interactive campaigns through enhanced display creative, have gained traction in Australia. Between 2018 and 2019, Publicis Media increased spend across high impact media formats by 24%.

## THE RICH MEDIA CHALLENGE

In 2019, Zenith reported that 55% of digital advertising is traded programmatically in Australia, but only a small percentage of high impact media is sold via programmatic pipes. Achieving scale for these formats can be challenging, given the lack of standardised ad formats and cost transparency. Agencies are under pressure by clients to maximise working media dollars and increase return on investment for each campaign.

To respond to client demand, PMX looked to engage with an innovative partner to build a premium marketplace to execute high impact campaigns and solve three key challenges:

1. Supply Curation

2. Brand Safety

3. Fee Transparency

## THE OUTCOME

PMX partnered with Index Exchange to build PMX High Impact, a private marketplace deal to enable rich media executions at scale. By curating a marketplace with pre-selected Australian publishers, PMX was able to control supply, ensure brand safety, and achieve fee transparency.

In addition, PMX and Index Exchange collaborated with the digital agency Just Eggs to build custom ad units, drive efficiency, and bring unique demand to premium Australian publishers.

## DRIVING VALUE THROUGH EFFECTIVE PARTNERSHIP

30%

increase in working media dollars

468%

increase YoY in private marketplace spend across Publicis Groupe

324%

increase in yield for Are Media

## SUCCESS STORIES

### [Arnotts Tim Tams](#)

Interactive Voting Campaign with a low cost per vote and a tally that exceeded 370k.

### [First State Super](#)

Successful campaign performance with over 3.6 million impressions across Australia

JUSTEGGS



“Partnering with IX to form PMX High Impact has helped us scale rich media buying by building a transparent buying structure and driving unique demand to pre-identified premium publishers. By streamlining the buying of rich media through PMX High Impact, we were able to increase our working media dollars by 30%”

BROOKE ANISEKO, COMMERCIAL DIRECTOR, PMX

“Since taking part in PMX High Impact alongside Index Exchange, we’ve gained access to unique demand and the ability to deliver a seamless and integrated experience to our online readership. As a result, we’ve seen a 324% increase in yield for selected display formats. Well done to PMX and Index Exchange for their efforts in bringing more efficiency and transparency to the programmatic marketplace.”

MERSON LEWIS, HEAD OF DIGITAL TRADING, ARE MEDIA