



A 20% REVENUE GROWTH FOR “M PUBLICITÉ” THROUGH ITS PARTNERSHIP WITH INDEX EXCHANGE

“M Publicité”, is the advertising department of highly-respected French publisher Le Monde. Le Monde group is known for publishing Le Monde, Le Nouvel Obs, La Vie, Courrier International, Télrama, HuffPost.fr.

M Publicité has embraced and adopted programmatic advertising in stages.

1. The first stage involved outsourcing programmatic development and upkeep to several partners.
2. Then, M Publicité launched Skyline — its own premium, programmatic marketplace.

M PUBLICITÉ: UNLOCKING THE POWER OF PROGRAMMATIC FOR BETTER RESULTS

Recently, M Publicité tapped Index Exchange for support in addressing day-to-day challenges, seeking a close partner with whom they could have a two-way relationship focused on finding solutions.

Since the partnership began, M Publicité and Index Exchange have aligned even more closely, seeking new ways to innovate and optimise user experience across Le Monde’s properties.

“The revenue is important, but we place it at almost the same level as the support provided by a partner. We’re not satisfied with a QBR, the traditional quarterly meeting in ad tech. We prefer to have regular meetings on a weekly or bi-weekly basis. And this is the kind of relationship we have with Index Exchange.”

**SÉBASTIEN NOEL, DIRECTOR OF PROGRAMMATIC ACTIVITIES,
ADTECH AND MONETISATION AT M PUBLICITÉ**

IN ORDER TO UNLOCK THE POWER OF PROGRAMMATIC, M PUBLICITÉ HAS BENEFITTED FROM THE FOLLOWING INTEGRATIONS:

In order to unlock the power of programmatic, M Publicité has benefitted from the following integrations:

- Easy addition of partners integrated via the IX Library™.
- Automatic access to the LiveRamp IdentityLink™ solution integrated in the IX Library™.



SUSTAINED GROWTH THANKS TO HIGH- QUALITY SERVICES

Shortly after integrating the IX Library™, M Publicité watched its revenue grow by +20%



Accessible to everyone:

Integration and use of the IX Library™ is free for every Index Exchange’s partner.



Equipped for People-based Marketing:

The IX Library™ brings people-based buying to all publishers regardless of their header bidding solution.



Tailored Services:

Index Exchange has a full-service team to support any needs from partners (e.g. integrations, updates, etc.).