



# PRODUCT REVIEW .COM.AU

## PROGRAMMATIC

### PRODUCT REVIEW GOES PROGRAMMATIC WITH PUBLIFT

#### GOALS

- Establish relationships with Agency Trading Desks
- Setup programmatic deals
- Increase overall yield

#### ABOUT

Founded in 2003 and based in Sydney, Australia.

Australia's first and most comprehensive consumer opinion site

# 9m

Page views per month

#### APPROACH

- Setup AdX Private Deals to enable programmatic partners first look
- Configure DFP to enable programmatic deals
- Negotiated high CPM Programmatic deals

#### RESULTS

# 100%

Higher CPMs than Open Auction

# 20%

of Revenue through Private Deals



- Overall Remnant CPM increased by 40%
- Trading Desk Relationships established
- Reporting structure in place



*The guys at Publift have done a great job with our remnant and programmatic channels. They have setup new deals and delivered healthy growth to our display advertising revenue. If you're looking for help in this area or to outsource completely – we'd definitely recommend Publift"*

- Elmar Shar | Head of Operations

