






MamaMia

YIELD MANAGEMENT

360% INCREASE IN AD REVENUE YONY

GOALS

-  Implement a tailored remnant ad strategy
-  Ensure revenue performance is constantly driven and maximised
-  Outsource Programmatic Deal management

ABOUT

Mamamia is one of the largest independent Womens websites in Australia reaching around 4 million people per month.

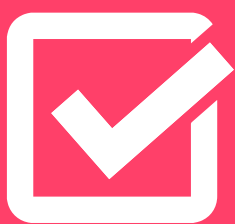
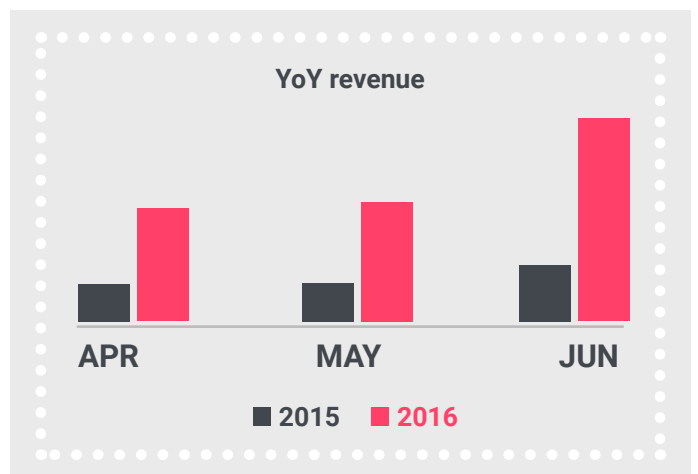
4m

Users per month

APPROACH

-  Set up dynamic allocation & introduce high performing network partners
-  Co-ordinate with agencies, Google & Mamamia's sales team to ensure smooth setup/management of private deals

revenue up 360%



RESULTS

360% increase in ad revenue Yony for the Apr – Jun
PMP Deals now make up over 30% of available inventory

“Publift ensure that programmatic deals are setup. They troubleshoot with all parties involved and make sure we are delivering impressions.”

Dionne Ellis, Head of Commercial Strategy, Mamamia.

