

Maximising Revenue Using OpenX Technology

Interview with Malcolm Attwells, Commercial Director at Condé Nast Digital Britain

What were Condé Nast's objectives for the partnership with OpenX?

In a rapidly changing online advertising marketplace, Condé Nast recognised that digital ad spend is increasingly funnelled into programmatic trading. To maintain impression revenue, we needed to make inventory available programmatically across our online publications, and so required a competitive partner in the open market to drive the bidding process and maximise CPMs. We chose to work with OpenX due to the company's established position as a trusted ad exchange.

What challenges did Condé Nast experience when implementing programmatic ad trading?

The key challenge for Condé Nast was to implement programmatic trading and simplify the inventory sales process without eroding our core direct sales proposition. Our aim was to sell inventory at the best possible price, rather than to sell every impression. This has been enabled using OpenX's Ad Exchange, which allows us to sell a portion of our inventory programmatically at the highest possible rate, while also maintaining our direct sales process in parallel and avoiding diluting relationships with advertisers that buy direct.

How important to Condé Nast is brand safety?

Condé Nast is very selective about the advertisers it chooses to work with and advertising must be effective from both an editorial and a commercial perspective. If a particular brand doesn't fit within the context of the brand this may create a negative experience for the reader. As an example, Condé Nast partners with different advertisers for Glamour than for House & Garden to ensure relevance for the differing reader demographics.

This focus on contextual relevance – and the view that advertising should enhance the reader's experience rather than interrupt it – continues with the digital arm of Condé Nast. Our brand safety measures are easily managed through direct sales and with OpenX's technology Condé Nast can also implement these safeguards when trading programmatically. By using white lists and black lists for particular brands or categories we can specify which advertisers are appropriate for individual sites.

How important to Condé Nast is ad quality?

Ad quality is extremely important to Condé Nast – as well as ensuring ads are contextually relevant, we also want to be sure they are well designed and that they enhance the appearance of our sites. We were confident working with a partner like OpenX because quality control is built into the foundation of their Ad Exchange, giving publishers the ability to systematically block individual buyers, creative, and content categories.

How much has your revenue increased since OpenX's Bidder technology was introduced?

As a result of our partnership with OpenX, Condé Nast's programmatic advertising revenue has increased by over 50%.



What other quantifiable benefits has Condé Nast enjoyed since working with OpenX?

OpenX Ad Exchange is a global platform leveraged by major DSPs and networks, and Condé Nast has benefited from OpenX's expertise and experience to better understand how to implement programmatic within its existing technology stack. We found implementation of the OpenX Ad Exchange to be efficient and effortless.

Condé Nast Britain has a hugely substantial reach – with over 100 Million impressions and 13 million unique visitors per month – and the OpenX Ad Exchange has enabled us to effectively monetise this reach, achieving the highest possible CPMs.

Have you seen a shift from the types of advertisers that you're seeing in programmatic exchanges?

OpenX has access to thousands of brands – including Ad Age's top 100 advertisers. This partnership has given us the opportunity to consider new advertisers outside the core sector initially approached through direct sales. Out of Condé Nast's top 100 programmatic advertisers, 60% are new clients.

What are your future plans for programmatic?

As the market continues to grow, Condé Nast recognises programmatic as an important part of its digital ad proposition, alongside direct trading. As the programmatic marketplace develops and technology advances, Condé Nast plans to be at the forefront of this evolution – as long as this remains in line with the context of its publications.

“Condé Nast has benefited from OpenX's expertise and experience to better understand how to implement programmatic within its existing technology stack. We found the implementation of the OpenX Bidder to be efficient and effortless and the results very rewarding.”

Malcolm Attwells, Digital Commercial Director

About OpenX

OpenX is a global leader in digital advertising technology. Since 2007, we have been helping digital media companies to maximise their online advertising revenue across all screens and ad formats. We do this via our proprietary automated advertising platform that includes an Ad Server, a real-time global Ad Exchange and a next generation Supply Side Platform (SSP).

Silicon Valley

4300 Bohannon Dr,
#100, Menlo Park,
CA 94025, USA

Los Angeles

888 E Walnut St,
2nd Floor Pasadena,
CA 91101, USA

New York

584 Broadway,
Suite 808, New York,
NY 10012, USA

London

1-3 Maple Place,
London, W1T 4BB, UK

Munich

OpenX GmbH,
Maximilianstrasse 47,
80538 München,
Germany

Tokyo

OpenX Japan Co., Ltd, 4-12-25
Minami-Azabu, Minato-ku
Tokyo 1060047, Japan