OpenX

JUSTPREMIUM + OPENX

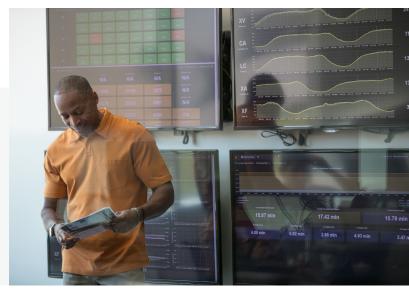# How JustPremium scaled their Rich Media marketplace using OpenX PMP

JUSTPREMIUM

JustPremium is the number one global marketplace for Rich Media advertising, offering innovative display and video ads that sit within or around premium content on all devices. Their unique ad formats deliver exceptional branding experiences with strong engagement across 2,500+ publishers globally.

As their business grew, JustPremium looked for a trusted tech partner who could help them scale in the US market as well as overseas, and could be flexible enough to adapt to their specific needs.

Because of the nature of JustPremium's unique formats and products, they needed a customized technical setup. OpenX and JustPremium worked together on a tailor-made implementation, allowing for easy buying of unique ad units as well as greatly improving ad auction speed.

"We chose OpenX for quality and brand safety, and because they provided a seamless way for agencies and demand partners to buy on desktop, tablet, and mobile across 30 countries."

Walter Aerts, VP Business Development, JustPremium

"Working with OpenX has greatly lifted our Private Marketplace performance as well as overall gross revenue."

Harmen Tjaarda, COO & Co-Founder, JustPremium

KEY RESULTS

70% Faster Ad Load Times

12% Total Revenue Increase

JustPremium leveraged OpenX as their primary platform to grow their Private Marketplace business. To service their direct buyers most efficiently, as well as offer them better transparency and performance, JustPremium set up inventory packages through OpenX's PMP platform. With the insights OpenX provided, JustPremium was able to optimize their packages as well as easily troubleshoot.

The result was a decrease in ad load times of 70%, translating to increased fill rates and revenue per ad requests. Total gross revenue increased 12%.

JustPremium and OpenX continue to work together to bring more of JustPremium's valuable inventory to market.

Upcoming projects include building custom solutions to generate high fill for publishers, improving cookie matching, and continued whitelist/blacklist matching for brand safety.

"By partnering with OpenX, JustPremium is able to offer the first Header Bidding solution for Rich Media globally. Leveraging OpenX technology, we're able to auction our ads in a fraction of the time it took us before as well as further enhance our optimization engine."

Walter Aerts, VP Business Development, JustPremium