

Taking Control: Maximizing Revenue with the Power of Prebid.JS



KG Media is the media group of Kompas Gramedia. They are the largest digital network in Indonesia with over 2 billion page-views and 10 billion impressions per month, reaching more than 100 million unique users. The KG Media Digital Network owns and manages more than 75 websites in Bahasa Indonesia - including 8 flagship sites.

Problem: As header bidding grew in popularity, KG Media adopted a proprietary container solution to help manage and optimize their programmatic revenue. Over time, however, the team saw their wrapper's performance slowly decrease, so they were open to making a change. After gathering comprehensive technical feedback from many of their header bidding partners, and confirming their shareholders were comfortable with the change, KG Media needed to find an alternative method for monetizing their site.

Solution: Due to the open source nature of the technology, and with positive feedback from both shareholders and trusted advisors like OpenX, KG Media decided to test and implement Prebid.JS. KG Media leaned on the technical expertise of the OpenX team to assist with the transition from their proprietary container solution to Prebid and ensure the integration was set up to deliver optimal results.

Results with Prebid.js + OB:

+49%
revenue with Prebid.js + OB

72%
increase in CPMs

**Increased revenue moving
from proprietary container
to Prebid.js**

**KG Media also experienced
a number of other benefits
by switching to Prebid.js
including:**

- Positive feedback from all shareholders
- Opportunities to introduce new header bidding partners
- Reduced platform fees
- Reduced dependency on any one platform



“The culture we have built at KG Media fosters a growth mindset -- we never stop searching for the best solutions to grow our business...this was the case when we moved to Prebid.js. Beyond more revenue, Prebid.js offered us a reliable and transparent solution that reduced our overall dependence on any one tech platform.”



Moris Rusmanto
Print and Digital Sales Director,
KG Media

Main Goals:

- Find a container solution that would exceed the performance of the existing integration + lead to revenue growth
- Ensure the new solution would be transparent and keep all shareholders happy
- Diversify the programmatic stack to lessen reliance on just one technology partner for monetization

“Since the start of our partnership OpenX has grown to become a true partner and trusted advisor, providing memorable service and integration support, as well as impressive response times from the technical teams despite time differences. Beyond exceptional service, OpenX has proactively helped us to optimize and grow revenue across our stack. Their team works hard to continuously provide practical technical advice to improve our Prebid integration to make sure we continue to perform better as time passes.”



Kautsar Ikrami
Digital Ad Ops & Programmatic,
KG Media

“Having a publisher with the scale and reputation of KG Media break the status quo and embrace an open source solution reveals both the powerful benefits of the technology, and also the innovative thinking and digital expertise behind the team that runs one of APAC’s largest digital publisher networks.”



Andrew Tu
Managing Director APAC,
OpenX