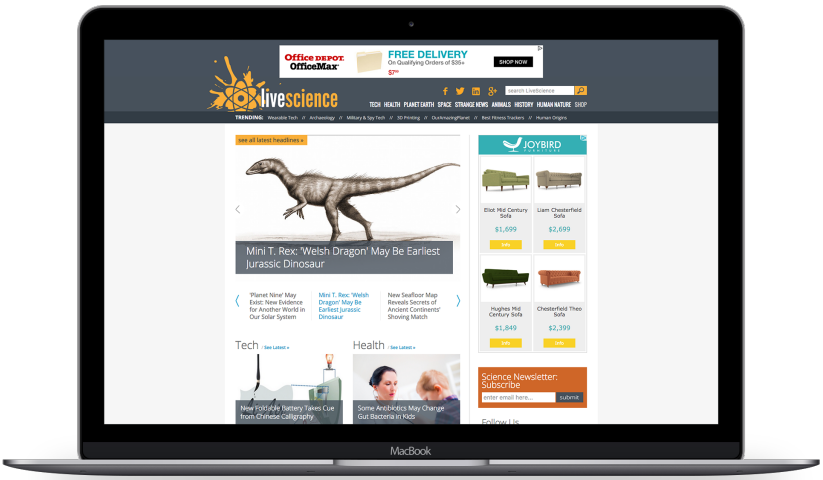
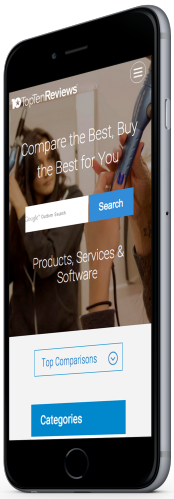
OPENX + PURCH

A Progressive Approach to Monetization

"To optimize yield, we needed something more than an exchange tag."

Purch, a portfolio of quality digital brands and services, such as Tom's Guide, Top Ten Reviews, and ShopSavvy, connects 100M+ monthly users with marketers, driving $1B in commerce transactions annually. After initial success, Purch wanted to leverage the OpenX Exchange in a bigger way, to increase demand and visibility for their valuable impressions.





Header Bidding: Bringing in Real-Time Pricing

As an innovator in monetization strategies, Purch was one of the first publishers to invest in header bidding. Purch partnered with OpenX to take them to the next level in yield optimization. OpenX brought in a team of 5 full-time staffers, including a dedicated account manager and yield manager to ensure quality technical support every step of the way and tailor optimizations to bring Purch the highest yield possible.

- **Commitment to revenue:** From January 2015 to November 2015, with help from OpenX yield optimizations, Bidder lifted Purch's OpenX-procured monthly revenue by 400%.

- **Global scale:** Purch successfully added 27 individual sites on Bidder, including a dozen international sites.

- **A solution nobody else has**: Purch and OpenX worked together to further customize Bidder, implementing creative monetization solutions unique to Purch's business and not replicated elsewhere.

Continuing to Grow with Forward-Thinking Approaches

To build upon header bidding success, Purch and OpenX are exploring new ways to optimize yield, including Private Marketplaces and a co-innovation program for the Video Exchange (launching Q2 '16). The goal is to connect buyers to quality inventory, across all screens and formats.

"Working with a trusted partner who shares our progressive approach to monetization has allowed us to exceed our revenue goals. With a dedicated OpenX yield analyst, we saw a 30 to 40 percent lift in revenue with OpenX Bidder overnight."

Marc Ropelato
Director of Programmatic Revenue Purch