

CASE STUDY: Biddr°360 Drives Revenue for Warped Speed

THE OBJECTIVE:

Warped Speed wanted to maximize the efficiency of their ad stack with a header bidding container solution. bRealTime's Biddr°360 product was able to thread in multiple demand sources, including bRealTime's proprietary demand, through a single header integration. In order to prove the value of the Biddr°360 solution, bRealTime worked with Warped Speed to set up an A/B test where 50% of ad impressions were delivered with bRealTime's Biddr°360 in the ad stack and 50% of the ad impressions were delivered with the publisher's original ad stack (without Biddr°360 in the ad stack). The bRealTime and Warped Speed teams monitored impressions, load times, revenue, CPC and CPM throughout the A/B test to determine which monetization method yielded the highest eCPM and total revenue.

PUBLISHER OVERVIEW

WARPED SPEED

Warped Speed's mission is to explore new worlds of human experience to make readers laugh, cry and learn. Warped Speed seeks out new viral videos from the deep net and boldly posts original content.

Warped Speed's audience is comprised of 2.9 million monthly unique visitors.

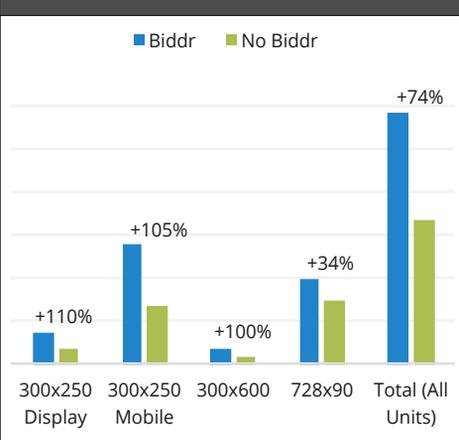
THE APPROACH:

The bRealTime team seamlessly integrated their proprietary bidding technology, Biddr°360 into Warped Speed's DFP ad server. Biddr°360 was given access to bid on impressions at price priority for over 30 desktop and mobile ad placements across the site. Ad unit sizes included 300x250 (display and mobile), 300x600, and 728x90.

THE RESULTS:

Over the course of the A/B test, bRealTime's Biddr°360 delivered **69% higher eCPM's** and **74% higher total revenue** across all ad units as compared to the publisher's standard ad stack. bRealTime guaranteed minimal latency on the Warped Speed pages as Biddr°360 has an overall timeout on its script rather than an individual call timeout. bRealTime's header bidding technology provided the client increased competition among all demand partners and higher yield than their standard monetization technology.

REVENUE BY AD UNIT



eCPM BY AD UNIT



eCPM BY ADVERTISER

