

Playstream – Adsolut Partners With Aniview to Increase eCPM by 35% and Fill Rate by 60%



ADSOLUT

PLAYSTREAM

Adsolut is a premium ad network serving 100s of publishers, including some of the largest media companies in India. They are a Google partner and have developed their own proprietary video platform, Playstream.

Aniview is a market leading Video Ad Platform Solution Provider to hundreds of publishers and premium networks worldwide, delivering billions of ad impressions each month.



The Challenge

Despite having a player/server system including their own technology, Adsolut faced several challenges in scaling with their existing setup.

01

Inefficient Waterfall System

Adsolut used a waterfall system, in which priority and ad call frequency for each ad source is manually set.

The result was:

- Loss of impressions and revenue – inefficient auction slowing down the buying process
- Unfair environment for advertisers – ad sources with winning bids not being called

02

Slow reporting

Analytics only available 24 hours after impression served. Lack of transparency for publishers, PMP/PG campaigns difficult to track and deliver.

03

No Customization

No integration flexibility (PreBid, RTB), backend optimization of channels to increase performance not possible.



Aniview's Solutions



Header-Bidding Waterfall –

each ad source analyzed in real-time. Aniview platform intelligently selects the ad source most likely to bid at the highest CPM. Ad sources unlikely to bid are not called.

Faster auction process and better UX; increase in impressions served and reduction in ad calls.



Real-time reporting –

enables dynamic optimization and easier delivery of PMP, PG and direct demand.

Ability to create reporting dashboards with drill-down transparent analytics for publishers.



Fully Customizable Solution –

Adsolut have a fully white-labelled system branded as Playstream.

Any demand integration and manual optimization of channels now possible.

Platform Comparison

ANIVIEW



Ad source calls

Ad source bids

Ad Insertion

ADSOLUT | PLAYSTREAM



Aniview platform performance:



better UX
50% –
ad call reduction



Faster auction process
increase eCPM **60% –**
increase fill rate **35%**



Results

50%
Reduced
Ad Calls

35%
Increased
eCPM

60%
Increased
Fill Rate

12%
Achieved overall
profitability

Adsolut onboarded new business upwards of **600M video impressions a month in desktop, mobile web and OTT/CTV.**



'The performance of our solution has improved dramatically since adopting Aniview. Our recent growth would not have been possible without Aniview's support'

Aksh Chhetija – Co-Founder Adsolut