

JAGRAN NEW MEDIA INCREASES VIDEO ADS REVENUE 2X USING ANIVIEW'S VIDEO AD PLAYER SOLUTION



As a leading digital content producer and publisher, Jagran operates a large number of websites and digital services providing news and entertainment content in English and a variety of vernacular languages in India.

In this case study, we will examine how Aniview's ad player system enabled Jagran to increase its video ads revenues by 2X.

THE CHALLENGE

Jagran was using a variety of video players provided by ad networks and integrating them as 1x1 tags using Google Ad Manager. Jagran faced issues with:

- 1 Late payment and payment disputes
- 2 No transparency into the revenue actually being generated
- 3 Discrepancy issues between ad networks and their own Google Ad Manager reports.
- 4 Loss of inventory; passing back between players causing lost impressions



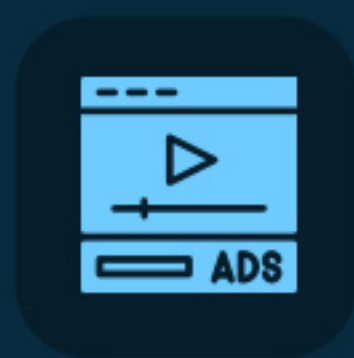
ANIVIEW'S SOLUTIONS

Jagran selected Aniview as their **video ad player solution** to solve these issues and see rapid revenue growth. Aniview provided Jagran a **complete Managed AdOps service**, enabling Jagran to benefit from all the advantages of deploying Aniview's advanced video player solution, without the burden of learning and operating a new system. Jagran now has full control over how their video ads inventory is sold.

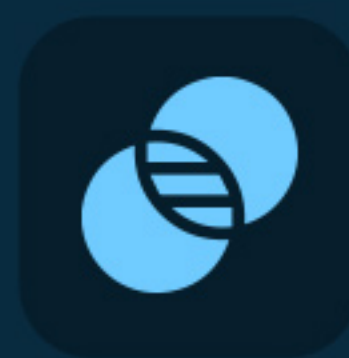
RESULTS



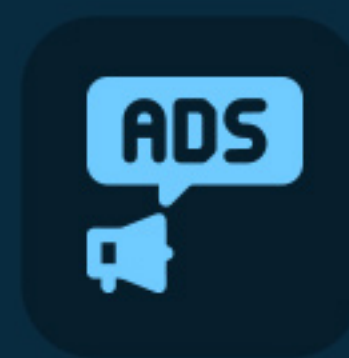
High performance video player solution for Jagran own video content and programmatic ads



Platform fully compatible with Google IMA for Jagran own AdX account



Full transparency - Total control over the system eliminating discrepancy & payment issues



Flexibility to run Jagran own direct campaigns and ad exchange demand through the Aniview platform



2x
Revenue
Increase



Lower
Page Load
Time



No
Inventory
Discrepancy



Aniview has been a great success for us and given us real control over a player solution for the first time. We no longer have to deal with payment and discrepancy issues, and our revenues have improved dramatically. Aniview team are attentive to all our concerns. I would highly recommend trying Aniview.

Dinesh Joshi

AVP Ad Monetisation - Jagran New Media