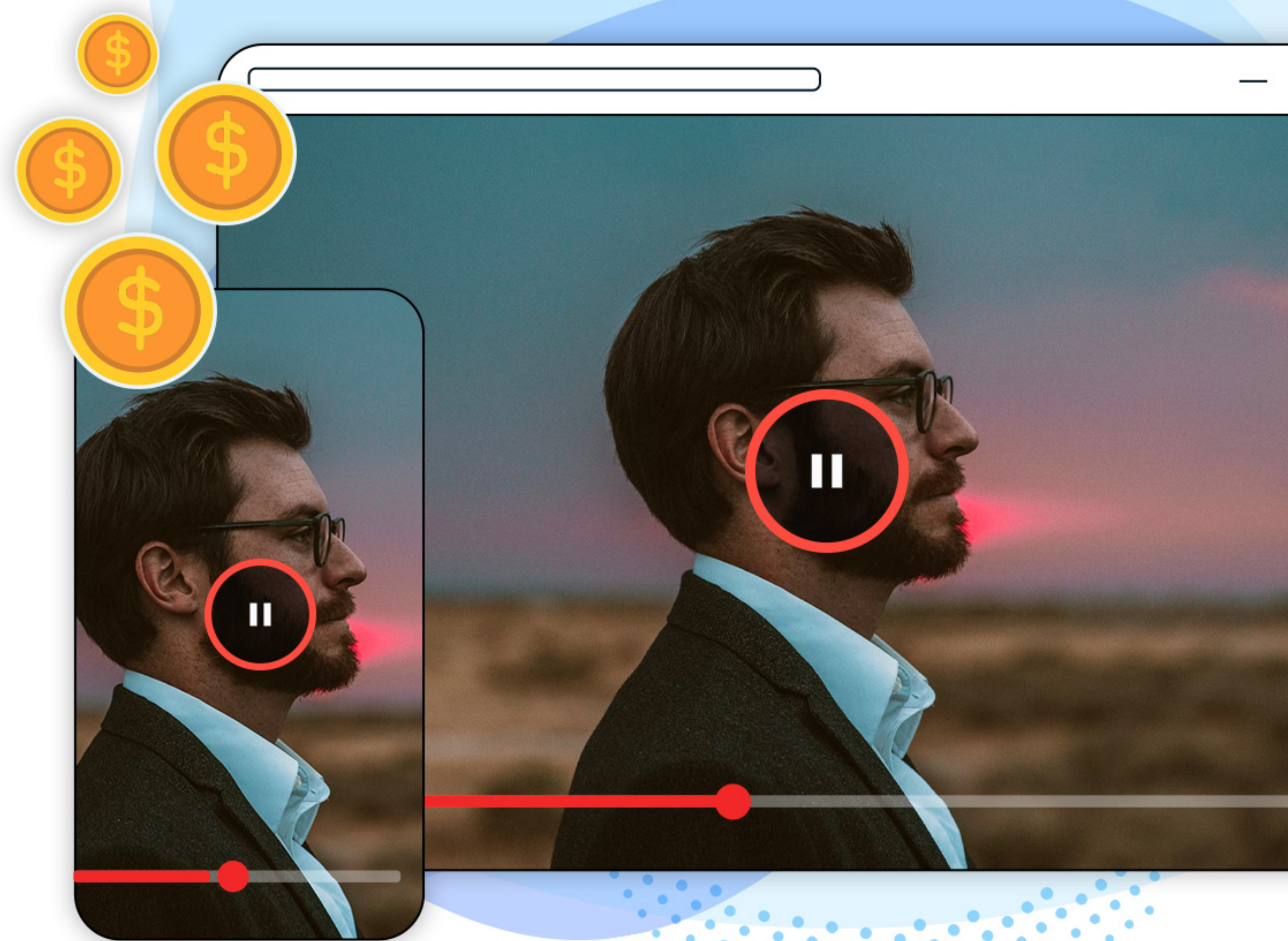


THE POST MILLENNIAL
**INCREASES REVENUE
PER USER 6X** USING
ANIVIEW'S VIDEO
ADVERTISING SOLUTION



The Post Millennial.

A Canadian online news publisher that reports on national and local news, delivering stories and opinion pieces on politics and culture to its audience through desktop and mobile devices, deployed Aniview's end-to-end Video Advertising solution. In this case study, we will examine how Aniview enabled TPM to increase revenue per user several times over.

THE CHALLENGE

The Post Millennial had no established video ad platform nor experience deploying a programmatic advertising operation on their own. Monetization efforts were dependent on video player scripts provided by third party ad networks. The result was a lack of control, no transparency into ad spend, and inability to integrate demand from direct partners such as SSPs. A consistent loss of revenue, hurt The Post Millennial's ability to grow.

THE SOLUTIONS

The Post Millennial chose Aniview as their video advertising platform to solve these problems and increase revenue per user.



Complete video player solution, with features to create customized player templates, easy to deploy and scalable.



Flexibility to integrate demand from any programmatic and direct video partners.



Full visibility into true yield and behaviour of programmatic demand.

The Post Millennial took control of their video content and advertising operations using Aniview. They manage traditional direct sold, programmatic direct and private marketplace deals using Aniview's platform.

Aniview's unified auction capabilities allow the publisher to make the best of multiple demand integrations such as RTB, Header Bidding, Prebid Server Side, Google IMA, all in a single waterfall with AI optimization that determines the best performing ad source with real-time data.

Aniview's server processes Header Bidding and OpenRTB alike, creating an environment where demand sources can bid against each other in real-time to yield the best CPM. This is opposed to the traditional waterfall method; in which many buyers do not get a look in and mechanical ad calls create latency for the user.

Aniview's unique Studio Player allows for any changes to the player's behavior and appearance without the need to deploy new scripts on sites.

RESULTS



7X
CPM
increase



3X
Fill rate
increase



6X
Revenue per
user increase



Aniview gave us complete control over our video advertising. The team supported us the whole way through setting up the platform and are very responsive if we have queries on features or integrations. I would highly recommend Aniview 

Ted Chan

Head of Technology at The Post Millennial