



HIGH IMPACT FORMATS –
INNOVATIVE AND EFFECTIVE

Adverline - The Place to Bid

Founded in 2000 and acquired in 2012 by MEDIAPOST Communication, Adverline is one of the top 3 French sales houses with an exclusive audience of over 25 million unique visitors (53% reach) monthly. Adverline's private marketplace is called The Place to Bid, working with Rubicon Project as its sole tech partner for desktop inventory.

Top Clients*:



- LaPoste.fr (5.8 million of unique visitors and 250 million ad impressions)
- Societe.com (4.1 million of unique visitors and 80 million ad impressions)
- Futura (3.4 million of unique visitors and 15 million ad impressions)

The Challenge

Having a powerful network of publishers, strong brands and a large client portfolio means that The Place to Bid has experienced rapid growth in the advertising sector.

However in such a highly competitive market, Adverline and Rubicon Project decided to go further by offering solutions that anticipate market needs and bring even more value to programmatic buyers and to continue this healthy growth trajectory. Adverline was looking to differentiate its advertising offering in a highly competitive market, and its goal was to do so through the skins format in RTB – something nobody in France was doing at the time.

“Rubicon Project is very creative and supportive in terms of format – programmatically delivering skins was the next step to take in this direction.”

– PHILIPPE FRAMEZELLE, ADVERLINE

*Unique Visitors: Médiamétrie//NetRatings,
October 2016, Desktop – Ad Impressions: AdNext





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Solution

It took Rubicon Project only a few days to create a new Skins format: 1800x1000, which is now in the Top 5 format sizes sold in Continental Europe on Rubicon Project's platform. Back in 2013, Adverline was one of the first private marketplaces to run Skins in RTB, building their own technology to render this type of format through Rubicon Project's platform. Consequently, a few months later, the Skins format became a standard in the French market.

Results

Adverline's Skins technology, "One Skin", allows an advertiser to skin several sites with only one creative. Adverline became one of the biggest users of private marketplaces with over 60% of its revenue coming from deal IDs in 2016. Skins are a large driver of this revenue, representing around 30% of its revenue and boosting their CPMs through the roof with an increase of more than 35% in 2 months after the launch of the skin.



60% revenue coming from Deal IDs



30% of revenue coming from Skins



CPMs up **35%***

**in 2 months since the launch of Skins*

