



DRIVING 3X REVENUE GROWTH THROUGH AUTOMATION

ABOUT IMMEDIATE MEDIA

**3rd largest**  
magazine publisher

**Media Company of the Year**  
British Media Awards 2015

People read its content over  
**more than 50 websites**

**& one of the largest**  
consumer media owners in the UK

**Over 1 million**  
active subscribers every month

And it reaches  
**22m people online every month**  
across brands including:

Content,  
Passion,  
Engagement



SOLUTION 1: BUILDING INTERNAL PROGRAMMATIC EXPERTISE ACROSS THE BUSINESS

Immediate Media has had a relationship with Rubicon Project for a couple of years now, but over the past 12 months has seen significant revenue acceleration from the partnership.



This has largely been driven by building out a centralised automated advertising team to focus on yield management, demand generation & leveraging 1st party data. This group works closely with brand sales teams to maximise opportunities across the board.

As buyers seek to work with publishers through multiple channels and automated guaranteed becomes increasingly important, Immediate believes these steps will help to future-proof the business.

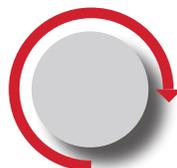


SOLUTION 2: GROWING PRIVATE MARKETPLACE REVENUES

By making private marketplaces a central focus through Rubicon Project's Orders platform, Immediate has seen phenomenal growth in overall automated advertising revenues.

As for data, Immediate has recently implemented Krux as a data management platform, and over time plans to offer audience-based packages both off the shelf and bespoke for specific buyers.

By working closely with and marketing its premium brands to buyers and trading desks on a 1:1 basis, Immediate has seen its share of private marketplace revenues grow to an average of 44% in Q3 2014.



This solution will add even more ways of ramping up spend on packages sold via Rubicon Project's platform.



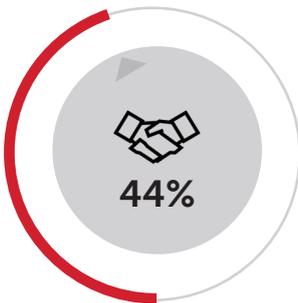
SOLUTION 3: BECOMING CHANNEL AGNOSTIC

Immediate Media adopted a channel agnostic approach, removing inventory restrictions and aligning pricing across multiple sales channels. Crucially this enables it to trade with buyers based on the requirements of their brands or campaigns. And internally it not only enables Immediate to monetise 100% of inventory, but also to value deals based on their return rather than arbitrary channel distinctions.



Showing the continued evolution of this approach, Immediate is now embarking on a growing number of automated high impact campaigns, including skins, roadblocks and homepage takeovers with selected buyers.

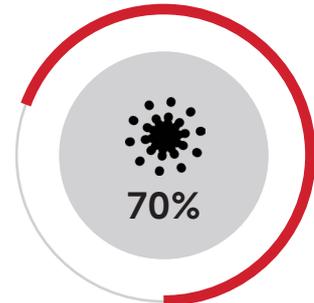
RESULTS



Average share of private marketplace revenues versus auctions grew to an average of 44% in Q3 2014



3x increase in total revenue from Apr to Dec 2014 through Rubicon Project



Share of high impact format revenues versus standard format Orders grew from 5% to 70% from Apr to Dec 2014



"What makes Rubicon Project a leading provider is first and foremost around its account management offering and consultative approach. But increasingly it is also about the support of its Buyer Cloud team, who work with the agency trading desks to make selling through this channel a more frictionless process. From API integrations, to data, to automated guaranteed and holistic yield management and insights, Rubicon Project's product roadmap is also tightly aligned with our own."

"We're still not satisfied with the progress we've made—over the past 12 months we've shown the headway you can make by building resource and actively managing your automated advertising approach with the right partner—next year is about tying up the ad stack—opening up trading in new ways and merging it with data."

Guy Jones, Director of Digital Revenue & Operations, Immediate Media

