



Business Insider

Overview

BUSINESS INSIDER

Business Insider is a fast-growing business site with deep financial, media, tech, and other industry verticals, and is the largest business news site on the web. Founded in 2009, Business Insider fosters a community

that encourages readers to participate by sending news, tips, comments and feedback, and features writers from all around the globe.

Problem - Traditional Limitations Leave Money on the Table

Today's media companies are increasingly sophisticated in their approach to selling digital advertising, with multiple sales models operating across all inventory types. But -- since not all ad sales solutions are built to perform real-time decisioning, especially traditional ad servers -- most sellers are still failing to get the maximum value for their media inventory.

To date, most direct and indirect buys have been conducted via separate platforms. As a result, it hasn't been easy to execute direct sold deals via Real-Time Bidding (RTB) technology. This has prevented sellers from having the flexibility in their deal commitments to capture the full budgets of their existing buyers. Worse yet, advertisers and agencies not buying through a DSP have been completely shut out from transacting with sellers on preferred deal terms via Deal IDs.

This presented a challenge for Business Insider (BI), which found itself turning away dollars from advertisers that wanted to buy in non-traditional ways, or were not yet working with a DSP, or whose budgets were below the minimum spend allowed for a direct buy.

"Time and time again, we'd find ourselves leaving money on the table -- turning away an advertiser that was otherwise perfectly suited to our audience," said Jana Meron, VP Programmatic and Data Strategy for Business Insider. "I kept saying, 'if we could only help this advertiser bid into the auction, I know we could find inventory at their price point.'"

Meron realized that programmatic execution was a better fit for smaller buyers new to advertising or less tech-savvy advertisers that were just branching out into digital and not yet working with a DSP, but wanted to buy into Business Insider's niche audiences. She needed to be able to bid into her inventory on these advertisers' behalf in order to find the placements they needed. When Meron learned about Ad Engine, she was eager to become a private beta tester and put the system to work.

Solution - Adopting Ad Engine

Ad Engine from Rubicon Project is a data-driven ad sales platform with a real-time decisioning engine to manage buyer demand and optimize the performance of both direct and programmatic deals. This means that Publishers and app developers can allow many deal types (non-guaranteed, performance based, private marketplace, or open market) to compete against each other on an impression-by-impression basis, ensuring the best price match given existing demand.

Ad Engine helps sellers optimize revenue holistically while expanding on both what they can sell and to whom they can sell. This can include executing direct sales campaigns via RTB in a unified auction, optimizing performance campaigns and leveraging sellers' first party data on offsite properties for audience extension.

"Overlaying our first party data creates scale where in some cases, there just isn't enough." Meron adds.

Once Ad Engine was deployed, Meron and her team were able to enter these buys directly into Ad Engine and enable their direct buyers to compete against other bidders for their audiences. Now buyers of all shapes and sizes are able to compete for placement and gain exposure to Business Insider's premium audience of business and finance professionals.

Outcome - New Advertisers and New Opportunities

Business Insider began using Ad Engine to run small buys in March 2015. Since then, a number of advertisers have bought ads on Business Insider this way, and there's more in the pipeline.

"We've added at least four new direct advertisers to our buying roster in just the first two months of implementing Ad Engine. While we are still in early days, we have already proven that this new revenue stream is growing and growing fast."

Meron and her team have plans to extend their Ad Engine usage in the near future to include optimizing performance campaigns and running a value analysis for their Events and Subscription business house ads that can now complete in the auction. In each scenario, the advantages of the unified auction allow Meron to continually move the needle on yield and increase Business Insider's overall roster of buyers.



Rubicon Project is a leading technology company automating the buying and selling of advertising.

Relentless in its efforts for innovation, Rubicon Project has engineered one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month.

To learn more, visit RubiconProject.com



Corporate HQ (310) 207-0272
North America Sales (415) 590-4670

Europe/UK Sales +44 (20) 3206 2400
France Sales +33 (1) 80 96 36 73
Asia-Pacific Sales +61 (2) 947 54461