



DRIVING 7x REVENUE GROWTH THROUGH AUTOMATION

ABOUT ZIFF DAVIS

**100.4m**  
monthly unique visitors

**Reaches 117m**  
readers across the world

**100 countries**  
and expanding rapidly

**723.9m**  
monthly page views  
(comScore Dec 2013)

**18 languages**  
across 28 international editions

Ziff Davis reaches  
**influencers & in-market buyers**  
across brands including:

"At the epitome of modern, innovative digital publishing."  
- Wall Street Journal



BACKGROUND: WHY AUTOMATION? AND MOVING TOWARDS SPEAKING THE SAME LANGUAGE

The expectation Ziff Davis had from the start was that automated advertising was here to replace the insertion order (IO), an extremely out-dated process in what is meant to be a cutting edge industry. The business is really starting to see that change happen now, and firmly believes automated guaranteed is absolutely where it should lead.



Ziff Davis' approach to begin with was to dip a toe in to figure out customer needs. At first, buying via automated advertising or buying data meant several different things to different people. Without that clarity in place, Ziff Davis didn't want to dive in headlong. Since then, things have changed rapidly, and we are all starting to speak the same language.



SOLUTION 1: INTEGRATED SALES TEAM ACROSS AUTOMATED & DIRECT

Ziff Davis' international sales teams are organised by vertical: games, film, consumer and tech. All of the teams sell direct as well as programmatic deals.

The thinking from the start was that automation is ultimately about delivering high value inventory to buyers, with zero wastage. Hence, it was a given that programmatic should be premium.

There are more buying points today than in the old IO based world, as we've moved from an environmental way of working, to an audience/performance/data one. It is for this reason perhaps that Ziff Davis' integrated approach to sales is working, and there are more and more conversations around automated deals as a result.



As a case in point, the business is now even selling private marketplaces above its waterfall of direct sales in some cases.



## SOLUTION 2: RUBICON PROJECT'S ORDERS PLATFORM

Since adopting Rubicon Project's Orders platform, Ziff Davis International has seen no decline in direct sold conversations, alongside a massive escalation in those around automation and private marketplaces.



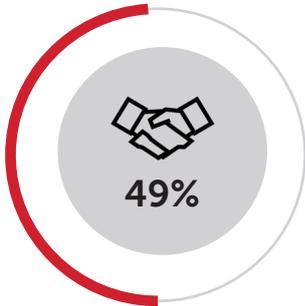
If anything, its unified sales approach has helped with that, in making it easier to value impressions equally, regardless of whether they are sold direct, through private marketplace or in the open auction.

## AUTOMATED GUARANTEED: A GAME CHANGER FOR THE BUSINESS

For Ziff Davis International, automated guaranteed is where programmatic will really allow sales teams to start being more creative with what they do: realising more partnerships, more creative executions, more custom content, more events—the list goes on.

Freeing up time and resources around guaranteed budgets is where Ziff Davis sees automation starting to become a true game changer for the business, believing there is no reason why 100% of publishers shouldn't be delighted about automated guaranteed.

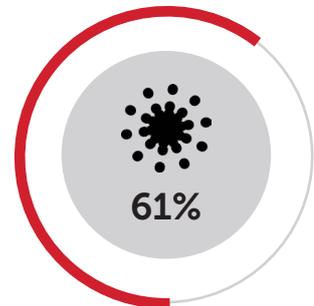
## RESULTS



Share of private marketplace revenues versus auctions grew to 49% in Sept 2015



440% increase in total revenue July 2015 year-on-year through Rubicon Project



Share of high impact format revenues versus standard Orders grew to 61% in August 2015



"Rubicon Project has been tremendous, holding our hand throughout this journey, and they have helped us enormously along the way.

Both as a platform, and collectively as a team they have built something we trust, which might not sound like it, but is in fact a big deal in this space."

"They have effectively cleared out the clutter of the Lumascope, and I believe they will continue to do so."

**Adam Hopkinson, International Commercial Director, Ziff Davis**

