

How Intermarkets Improved User Experience and Lifted Revenue by 20%



Often, publishers focus on traffic to drive revenue, neglecting the user experience. Intermarkets, by partnering with OpenX, was able to drive a 20% increase in revenue and elevate the user experience with better ad quality and faster page load.

“ *We needed a new way of thinking about monetization.* ”
Erik Requidan



Erik Requidan
 VP of Sales and Programmatic Strategy
 Intermarkets

The Intermarkets Portfolio is a collection of quality digital publishers including The Drudge Report and The Political Insider. Always committed to finding more efficient ways to monetize, Erik Requidan, VP of Sales and Programmatic Strategy, and Stephanie Snow, VP of Ad Ops, wanted to explore new opportunities for Intermarkets’ brands. In October 2014, the Intermarkets team implemented a specialized OpenX header bidding solution. As gross revenue climbed 150% from the first to second month and continued to rise, a collaborative partnership was born.

In January 2015, Intermarkets became an OpenX Private Marketplace partner, finding success with premium deals in the Politics category. From there, Erik and Stephanie continued to tap OpenX for bigger and better monetization solutions.



Stephanie Snow
 VP of Ad Operations
 Intermarkets

“ *As a publisher today, it's not enough to just focus on revenue. We have to emphasize user experience.* ”
Stephanie Snow

While revenue was a top priority, it was equally important for Intermarkets to ensure a high quality user experience for their 30M+ monthly unique users. Intermarkets recognized that the OpenX Ad Server could provide seamless integration into the OpenX Exchange while alleviating their ad delivery and latency challenges. Given Intermarkets' past success with OpenX, they were confident that the OpenX team could customize solutions to fit their specific ad serving needs.

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“*Technology is key, but the people behind it are equally important.*”

Stephanie Snow

Switching ad servers can seem like a daunting task. It's been compared to switching out the plumbing in a house. But to a company dedicated to making sure their visitors and advertisers have the best experience possible, it was worth it. Relationships are at the center of Intermarkets' core values. They are committed to strong partnerships with their publishers and advertisers, and look for that same connection with their technology providers. Intermarkets needed a team of real people that could answer questions and who would be there to ensure a smooth transition.

OpenX provided 24/7 tech support with a dedicated team of six full time starters (a business lead, account manager, solutions architect, sales specialist, product manager, and yield analyst) to make sure everything worked perfectly. Marc Cristiano, Senior Account Manager at OpenX, noted: "We made sure nothing fell through the cracks. We were always available. We wanted Intermarkets to feel completely safe and confident that we would exceed their expectations."

“*We had a seamless transition to the OpenX Ad Server, and we saw an immediate lift in revenue.*”

Stephanie Snow

Results were immediate. An ad server migration typically takes 4-6 weeks. The Drudge Report, Intermarkets' largest property, was migrated to the OpenX Ad Server in just three days: a testament to the skill level and efficiency of Stephanie's team and the intuitive OpenX suite. Intermarkets also saw a 20% eCPM lift and revenue increase overnight, along with faster page loads and improved ad quality visibility.

The OpenX product team continues to develop feature enhancements for Intermarkets' business, such as a VIP ad quality system, new alerts and safety checks for the Ad Server.

To continue our success in optimizing yield and improving the overall ad experience, Intermarkets and OpenX will explore co-innovation through:

- Advanced tools for PMP political packages
- OpenX Real-time Guaranteed
- OpenX Video Exchange
- Mobile app monetization

“*We look forward to further collaboration with OpenX as we continue to innovate together.*”

Erik Requidan