

VICE + OPENX

VICE Uses OpenX Programmatic Guaranteed Deals to Unlock Premium Video Spend



VICE is the world's preeminent youth media company and content creation studio in over 30 countries, distributing its programming to viewers across digital, linear, mobile, film, and social.

Finding The Right Programmatic Opportunity

As publishers increasingly open the door for more programmatic opportunities, they still desire the control and guarantees of direct deals. As a result, the market has seen a growth of programmatic direct transactions aimed at offering the best of both worlds. With a predominantly digital-first audience, it is crucial that VICE provides advertisers various touchpoints to consumers across programmatic, while maintaining control and brand safety.

In the open auction, certain controls are limited and as a result, many advertising categories with moderate level of sensitivity are blocked due to brand-safety concerns. Pharmaceuticals is one of those categories, however, VICE had an opportunity to run a premium video campaign with a top pharmaceutical company that they felt aligned with their brand. To overcome this challenge, VICE partnered with OpenX to run a programmatic guaranteed deal that enabled VICE to sell through a Deal ID with volume guarantees across the advertiser's desired audience. The deal gave VICE the control and capabilities necessary to transact programmatically, while also meeting the buyer's targeting and KPI requirements.

"Previously, we were unable to programmatically guarantee inventory for tier one pharma brands in either display or video environments due to creative restrictions and lack of capabilities in other exchange platforms. OpenX was able to quickly and effectively mitigate those challenges."

Alex Magee
Programmatic & Ad Platforms Manager at VICE

Guaranteed Fulfillment on Both Sides

ADVERTISER SUCCESS

The advertiser was able to lock in priority access to quality video inventory during one of the most competitive seasons of the year. The campaign began in September and in the days following the launch, the agency secured incremental funds from the advertiser wanting to capture more valuable video inventory that performed.

“The advertiser was able to deliver on their KPIs and diversify their publisher portfolio, all through guaranteed programmatic delivery.”

Alex Magee
Programmatic & Ad Platforms Manager at VICE

PUBLISHER SUCCESS

The programmatic guaranteed deal unlocked a new demand opportunity for VICE, providing revenue certainty that yielded high video CPMs for their valuable audiences. The campaign also had minimal discrepancies, maximizing each impression opportunity.

“We have seen great results, with 95%+ match rates between delivered impressions from the ad server and client side reporting.”



Alex Magee
Programmatic & Ad Platforms Manager at VICE

5X

The advertiser spent **5X** more than the original negotiated amount and extended their campaign over the course of a few months.

New Opportunities To Partner With Advertisers

By embracing market changes, VICE found an opportunity to enhance their programmatic strategy without sacrificing revenue certainty and brand-safety. OpenX programmatic guaranteed deals combined the best of direct deals with the efficiency of programmatic, enabling VICE to meet their advertisers' evolved needs. Now with OpenX, VICE is able to expand their relationships with premium brands while capturing a new revenue stream through programmatic guaranteed deals.

“It will be increasingly important for VICE to support the transition of traditional media buys to programmatic transactions, especially on an international scale. Programmatic guaranteed deals are paramount to our programmatic strategy because it gives VICE the ability to diversify our offering and ensure advertisers can fulfill their activation KPIs. We intend to work with more clients and unlock additional spend using OpenX and its future marketplace initiatives.”

Alex Magee
Programmatic & Ad Platforms Manager at VICE