

VENATUS MEDIA + OPENX

How Venatus Media Lifted Revenue on High-Impact Formats through OpenX PMP



venatus

Venatus Media is Europe's leading entertainment sales house, with a portfolio containing the world's biggest entertainment gaming sites and apps, reaching a global audience of 100+ million.

Venatus looked for a trusted header bidder solution that would lead to strong revenue growth. Seeing that OpenX was in the top tier of SSP header bidder relationships, Venatus Media turned to OpenX as a strategic partner to optimize yield.

The OpenX dedicated team, including a yield specialist, worked proactively with Venatus to determine a floor price strategy and grow revenue.

“We’ve launched five large global entertainment sites in the past few months, and OpenX was one of the partners we trusted to monetize those sites properly.”

DAN JONES, HEAD OF DEMAND, VENATUS MEDIA

After seeing excellent results in the open exchange, Venatus signed on with OpenX's Private Marketplace solution, first engaging in Multi-Publisher deals, which brought the scale of the open auction paired with the high CPMs of PMP deals.

“One of the biggest impacts was signing on with OpenX PMP – we were able to see incremental revenue instantly, at 2X the CPMs of the open market.”

DAN JONES, HEAD OF DEMAND, VENATUS MEDIA

The strength of Venatus' niche audiences led to tremendous success with PMP, especially for their 970x250 units. With ultra-engaged audiences that often can't be found elsewhere, Venatus was able to generate unique deals, giving buyers priority access to higher impact, large format, above the fold, and high viewability ad units.

“Overall, we’ve seen a 25% increase in programmatic revenue.”

DAN JONES, HEAD OF DEMAND, VENATUS MEDIA

Venatus and OpenX continue to partner together to monetize high-impact formats such as skins. Going forward, Venatus plans to focus on video through PMP deals.

“OpenX has great demand, high CPMs. And we have a great relationship with the team – everyone is super responsive and helpful.”

DAN JONES, HEAD OF DEMAND, VENATUS MEDIA