



The Daily Beast Scales Programmatic Revenues with Amazon Publisher Services



The Daily Beast increased its revenue from Amazon Publisher Services by 175% from May to July 2017, by turning on three new SSPs on Transparent Ad Marketplace.

The Daily Beast delivers award-winning original reporting and sharp opinion in the arena of politics, pop-culture and power, reaching more than 1 million readers a day. We interviewed their VP of Ad Operations & Programmatic Strategy, Katie Pillich, to hear about her experience with Transparent Ad Marketplace (TAM).

Why did you choose to work with TAM?

We have been working with Amazon's direct demand for over a year and we really liked the great, unique demand Amazon brings. TAM was a good way to see if we could find similar success with other demand partners.

+175% increase in revenue

What did you like best about it?

The ease of integration. Not just integrating TAM itself, but the ability to plug and play other header bidding integrations on top of TAM at zero cost for ad operations and technical development resources. With TAM, we are able to let the tech team focus on strategic projects rather than maintain client side integrations.

What role does TAM play in your strategy?

TAM is a substantial part of our programmatic strategy because of its transparency. We are able to see how different partners perform in a single dashboard, and make daily optimizations. We can also test new partners to see if they bring incremental demand. It used to take weeks, even months, and with TAM it's down to days.

What is something new you were able to do because of TAM?

Decreasing latency is a big priority for us. TAM allowed us to remove code from page, and I also like the strict server-side timeout rules to keep SSPs in check. For example, we recently saw timeout spikes from a bidder, and we were able to quickly contact them and troubleshoot the problem, with no impact on revenue or user experience.

Any further way you plan to leverage TAM in the future?

We really like Shopping Insights Service and we want to use the data to inform our premium programmatic strategy. I'm especially interested in seeing how our audience stacks against our competitors' in the eyes of advertisers.