

WetterOnline increases revenues up to 20% with Transparent Ad Marketplace

WetterOnline is the leading internet provider for weather information in Germany and was founded in 1996 by owner and managing director Dr. Joachim Kläßen in Bonn. In addition to worldwide weather information, WetterOnline also offers editorial articles and its own mobile apps; for example The Weather & Radar app is used in over 40 countries. A team of more than 100 experts works with high-quality technology on weather forecasts for the whole world. 13 million unique users access the WetterOnline products every month. We interviewed Holger Pautsch, Senior Programmatic Expert at WetterOnline, about his experience with Amazon Publisher Services (APS), and using Transparent Ad Marketplace (TAM).

Why did you choose TAM?

We are inspired by many things about TAM. By moving the technology away from the user's browser to the server side, we can enter into many international direct partnerships without the user experience suffering. In this case, TAM does the mapping of ad placements, which helps us greatly. In this respect, TAM helps us to internationalize our product.

Last but not least, we also value the integration with Amazon demand.

What is TAM's role in your programmatic strategy?

We follow a holistic approach throughout the ad stack and want to offer every impression, whether on the web or in apps, whether in video, outstream or display, at a fair value. TAM supports us in achieving this goal. Using TAM as a header bidding solution for our apps is very important to us.

How does TAM help you reach your revenue goals?

We use Google Ad Manager and were able to make our first positive experiences with header bidding at a very early stage. The holistic uplift in advertising revenue that we achieve with TAM currently accounts for 15%. This can quickly grow to 20% in a peak advertising month like December. Those who understand header bidding know that TAM revenue is not the only uplift in the ad stack. The additional TAM demand increases the auction pressure for all our demand partners.

20% revenue increase

What other growth initiatives are you planning in the near future with APS?

Looking forward, we are focused on three areas: first, expanding the existing international SSP integrations on TAM is important in order to increase auction pressure. Second, WetterOnline is currently developing strategies in the video sector. We want to increase our video reach. So far we only use TAM in the display area. This year, our engagement should also extend to video ads. Third, the users of WetterOnline are very shopping-affine. With the help of APS Shopping Insights, we will enter into more direct deals and offer advertisers more direct access to our inventory.

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Holger Pautsch
Senior Programmatic Expert at WetterOnline