district m increases revenues 25% with Amazon Publisher Services

district m is one of the 25+ bidders working with Amazon Publisher Services (APS). district m is an exchange that participates in both Transparent Ad Marketplace and Unified Ad Marketplace, through which it has increased publisher penetration by 15%, for a revenue lift of 25%.

We talked to Luc Marsolais, SVP of Operations and Head of Publisher Sales, to learn more about district m's experience with APS.

Tell us a little more about district m and your approach to programmatic.

We are an exchange that brings unique demand to publishers thanks to our trading desk, and connections to all the major DSPs. We like having direct relationships with publishers to maintain a high quality exchange marketplace. We historically integrated publishers with tags but we have been doing header bidding for 4 years now. We have our own client side integration but when it comes to wrappers we work with everybody to make it as easy as possible for publishers to access our unique demand.

In your experience, what are the pros and cons of client-side and server-side header bidding integrations?

We usually work with the individual publisher to understand the best way for them to access our demand. Open source solutions are good for some, but Transparent Ad Marketplace (TAM) has a turnkey header bidding script and a managed approach that makes the integration very quick and easy, and provides extensive reporting right away.

Since you prefer publisher-direct relationships, what made you start participating in Unified Ad Marketplace (UAM)?

UAM is one of the few indirect connections we have and we are comfortable with it because we trust Amazon as a company and we already had a great working relationship with APS. We get the same level of transparency with UAM, and it helps us scale our supply.

> Our goal is to increase the incremental demand we provide to publishers, and it's really easy for them to turn district m demand on TAM and UAM, as no extra integration work is required.

Luc Marsolais
SVP of Operations and Head of Publisher Sales

What do you like about working with the APS team?

district m prides itself of providing customers with a world class customer experience, and Amazon has the same philosophy. APS is not only extremely responsive with us, but also focuses on the customer success. If, for example, we have a discrepancy problem we solve it together, focusing on finding a solution. We also like the Quarterly

Business Reviews with APS, which provides transparency and information that helps us benchmark ourselves against other bidders and improve our performance. It's also a moment to remind us of what we need to focus on in the long term to be the best.

Do you remember a recent customer success story?

We were able to customize our integration with APS to make it work really well, for example supporting special characters in the slot names. Recently, Nasdaq came up with a high impact special ad unit they wanted to monetize with us. Despite the fact that it wasn't IAB standard, the APS team was able to troubleshoot and make it work for the customer.

25% revenue increase

Why does server to server integration work for you?

Our goal is to increase the incremental demand we provide to publishers, and it's really easy for them to turn district m demand on TAM and UAM, as no extra integration work is required. We also like that APS is very open with us when it comes to performance: we are always included in the discussion and troubleshooting with TAM publishers. The reporting for bidders is very good. I often drill down in the Bid Metrics Report to look at key metrics by individual publisher, and new features are regularly added to the portal, so I'm sure it will get even better.

What are the unique advantages offered by TAM and/or UAM?

TAM and UAM have provided access to a lot of new publishers: In the past we increased our publisher penetration by 15%. Publishers are more open to test new bidders on the server-side because there is no added latency, while on client-side you max out at 4–6 demand partners. These new publisher connections brought a jump of 25% in revenues for district m.

How do you plan grow your APS integration in the future?

We will continue our transparent relationship and open conversation, and get better at recommending TAM and/or UAM to publishers as a way to integrate with district m. I am looking forward to new features that will improve publisher referrals and demand discovery.