PMC

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Penske Media Corporation increases revenue by 25% on AMP inventory through Amazon Publisher Services

Penske Media Corporation (PMC) is a leading digital media and information services company whose award-winning content attracts a monthly audience of more than 260 million users in more than 175 countries as well as a collective 390 million social media followers. The company houses a constellation of globally prominent and legendary brands, including Variety, Rolling Stone, Deadline.com, WWD, Robb Report, SHE Media, BGR, IndieWire, Beauty Inc, Sourcing Journal, TVLine, Footwear News, BlogHer, HollywoodLife, Gold Derby, and SPY. PMC delivers content to consumers, business leaders and organizations around the world across multiple channels: digital, mobile, social, print, video, broadcast, and dynamic live events. Headquartered in New York and Los Angeles with additional offices in 11 countries worldwide, PMC is one of the ways global leaders and influencers are informed, connected, and inspired.

PMC implemented Amazon Publisher Services' (APS) header bidding service, Transparent Ad Marketplace (TAM). Since launching, PMC has seen a 25% increase in revenue on AMP inventory. We interviewed Dustin Park, Director, Programmatic Operations at PMC, to learn more about the company's monetization strategy and success with TAM.

What has been your top priority for AMP monetization?

In terms of AMP monetization, getting header bidding live through RTC config through TAM was a priority. TAM lets us seamlessly plug into AMP inventory without needing to go through other integration work. We now have 8 buyers live on TAM on web and AMP today which is great.

Why is monetizing AMP important for PMC?

A lot of our traffic is organic and comes from search, especially on mobile, and 50% of our mobile web inventory is AMP. On sites like BGR.com, up to 80% of the mobile inventory is on AMP. We heavily prioritized AMP header bidding as a huge initiative in 2019 and now we're fully set up there.

How did the integration process go?

It was seamless and we completed it in 1-2 weeks. The RTC and AMP integration is fairly simple and once we set it up, adding additional buyers was easy. The integration was very smooth.

What results did you see after the integration?

What's great about the TAM integration is that we saw a 25% increase in overall eCPM on AMP. The problem with AMP inventory is that for programmatic initially, we only had Direct, AdX and EBDA competing in the slot with a few tag tag-based demand sources. With the introduction of TAM, we were able to scale bidders seamlessly. Once we went live, we saw an immediate 20-30% revenue lift on some sites.

Why do you think TAM was the solution for AMP?

The main draw for us is the ability to easily add additional bidders and gain access to Amazon demand. Through TAM, we are able to integrate top bidders onto AMP without additional development resources that are typically required.

amazon publisher services