

Uproxx Embraces Server to Server Header Bidding with Transparent Ad Marketplace.

Uproxx Media Group embraces server to server header bidding with Transparent Ad Marketplace. Simplicity of integration and ability to scale fast across demand partners contributed to a 40% increase in revenue.

Uproxx Media Group, home of lifestyle digital publications like Uproxx.com and TheBroBible.com, started working with Amazon Publisher Services in 2016 and was an early adopter of Transparent Ad Marketplace (TAM). Since enabling TAM and moving a number of header bidding integrations to the cloud, Uproxx Media Group increased revenue 40%.

We interviewed Uproxx Media Group's head of yield management, Glenn Highcove, and asked about his experience.

Uproxx Media Group increased revenue

40%

How do you use TAM today?

TAM is a big part of our ad technology strategy. We leverage its cloud-based infrastructure with four different SSPs.

What do you like best about TAM?

Our experience was very positive for a variety of reasons, but the first one that comes to mind is the simple setup. Compared to other client-side solutions, switching to cloud-based header bidding was a 'one-and-done'. Our development resources are often very busy, so the fact that we just needed one tag made it very easy for us to integrate with Transparent Ad Marketplace. The ad server setup was also very smooth and scales well. Having all header bidders on the same server marketplace drastically reduced the time I spend monitoring and maintaining the integration.

How were you able to increase revenue?

After we got TAM up and running we started to enable new demand partners. Once the SSP agreement is signed you don't lose time with implementation anymore so we were able to scale revenue very fast across different SSPs.

Did you successfully migrate existing header bidding integrations to server side?

We intentionally have some traditional client-side integrations active. This is because we like to create demand redundancy to mitigate any downtime risk: if an SSP's header tag goes offline for any reason, we know the SSP will still be able to bid from the Amazon integration.

How do you measure success?

We are laser focused on eCPM. We are all in with header bidding, but we also monetize with direct sales. TAM allows us to maximize programmatic in a flexible way and reduce waste between direct campaigns. Another key metric we look at is, of course, page load. And with TAM, because everything is server-side, adding bid density has no impact on page latency.

In the near future, what are other growth initiatives are you planning?

I would like to leverage Shopping Insights Service more to expand our private marketplace strategy. I think a lot can be gained by differentiating our inventory using these audience insights rather than just placement priority and first look.