

Maximizing eCPM for EarthLink With the Power of Elevate



About EarthLink

EarthLink has been a household name in U.S. telecommunications since the 1990s, delivering secure, high-speed internet to millions. To further their monetization strategy, EarthLink required a smarter, more efficient way to maximize ad revenue without compromising user experience. Since 1990 EarthLink's journey is one of innovation and resilience and their approach to monetization needed to reflect that—balancing cutting-edge ad strategies with a seamless user experience to drive sustainable growth.

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By harnessing the power of Elevate, we have seen a substantial lift in overall ad revenue. Expanding our partnership with Rise has also opened up our general ad strategy to consider new verticals and advertising technologies allowing for additional revenue streams not possible prior to this implementation. After just a few months of expanding our relationship with the Rise Team we have seen more businesses interested in joining our demand gen partnership program than ever before.

Sam Corwin, Senior Manager at EarthLink

The Challenge

EarthLink had already seen notable success with Rise's SSP solution (Lift) yet sought to overcome new challenges in further boosting revenue through a performance driven header bidding strategy, in addition to a comprehensive monetization partner capable of addressing all its needs. To achieve this, EarthLink began searching for a header bidding solution that offered greater flexibility, allowing them to collaborate with their preferred SSPs. They aimed to create a fair and competitive environment for their advertisers, while implementing smart auction dynamics across their entire programmatic ad inventory.

Results That Speak Volumes

89% Viewability

25%+ eCPM

25%+ Impressions

Essential requirements for EarthLink's header bidding excellence

To ensure the success, EarthLink outlined the following prerequisites:

- * The ability to effectively manage auctions dynamically across all demand partners in real-time.
- * A solution capable of adjusting floor prices based on real-time trends to maximize yield.
- * To increase overall ad revenue and better ad performance.
- * Reduce heaviness to improve the overall user experience.
- * The ability to maximize Revenue Per Session (RPS) for each user.
- * The support and expertise of a leading programmatic tech partner.

Competitive Edge Through Elevate Integration

We implemented our Elevate solution and a customized configuration for all of EarthLink's display inventory which we integrated directly onto the client.

Maximize Revenue Potential

We are constantly developing innovative features to maximize performance metrics. These features compliment our SPO logic and further shape the algorithms behind our Smart Auction Management (SAM) in order to optimize revenue performance with each auction.

User Experience

We prioritize user experience by minimizing latency and reducing heaviness to ensure fast, seamless performance. Through intelligent traffic shaping capabilities and smart auction logics - we optimize ad delivery, balancing monetization with a smooth and responsive browsing experience.

Dedicated Support

A specialized team including CSM, product experts, and data analysts to provide end-to-end support for all monetization needs - leveraging our extensive knowledge and expertise to drive results and streamline operations.

Driving Performance Through Viewability

EarthLink put a lot of emphasis on their user experience and the importance of a header bidding solution that would not only increase overall ad revenue, but also drive better performance metrics whilst not impacting their user experience. They measure performance across a large number of key metrics, but specifically wanted to focus on finding the right balance between viewability and revenue.

Our data science teams began analyzing Earthlink's ad refresh logic and quickly identified an opportunity to drastically improve performance in two ways. The first of which we implemented a logic that would dynamically optimize when ads are refreshed according to the user's engagement on the website. Prior to implementing Elevate, the viewability of ads was significantly lower as auctions were triggered even when ads were below the viewport and out of sight.

By dynamically triggering new auctions only when ads entered the viewport, we successfully increased viewable impressions to 89% and a 25% uplift in eCPM for EarthLink.

In the next phase, we looked at ways to increase overall eCPM's by driving higher viewability of their ads. We identified that in Earthlink's prior header bidding setup, auctions were triggered even if a new tab was opened and their website was not in view. This logic caused overall lower eCPM's as ads were not considered viewable. We quickly implemented a new logic to only run auctions when their website was viewable on the user's screen, in addition to triggering new auctions when users returned from viewing other tabs on their browser. These optimization logics were pivotal in delivering EarthLink their desired goals - balancing performance, user experience and revenue.

The testing phase took place over a two month period and was then implemented across all Amazon (TAM) and Prebid inventory.