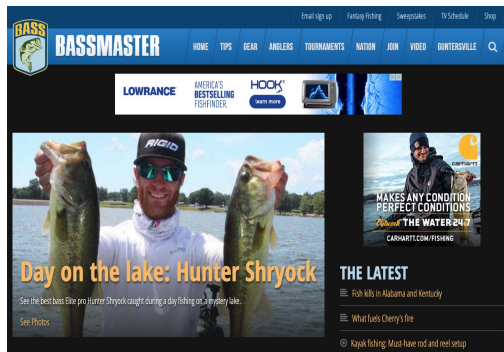


# Partnering with OAO helps B.A.S.S. reel in programmatic revenue



OAO

New York | Chicago | Westminster | San Francisco <http://www.adops.com>

## The challenge

[Bassmaster.com](http://Bassmaster.com) (B.A.S.S.) is the worldwide authority on bass fishing and keeper of the culture of the sport, providing cutting edge content on bass fishing whenever, wherever, and however bass fishing fans want to use it. Despite much success, the publisher struggled with inconsistent traffic because of seasonal trends. Typically, traffic was highest from early fall through late winter when most tournaments took place, and lowest during the off season. Bassmaster's main challenge was monetizing unsold inventory during slower months when advertising sponsorships were much less common than during tournament season.

## The approach

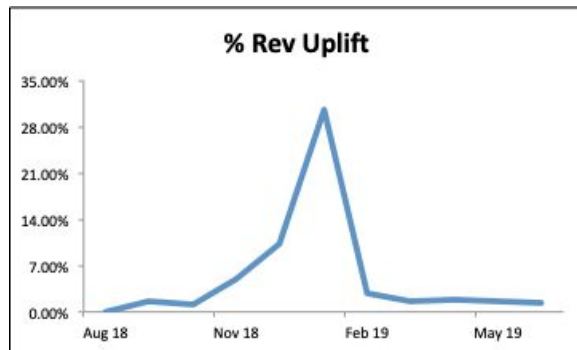
Since Bassmaster partnered with OAO back in 2011, there was already a high level of comfort and trust between the publisher and its Google Certified Publishing Partner (GCPP). During the discovery process, OAO presented a variety of programmatic options to Bassmaster's Sales Development Director, Laura Rush, and her team. The two companies moved forward with an actionable plan that prioritized the goal of the initiative, resource availability, budget, technical constraints, and launch schedule. Furthermore, OAO catered to their publisher's needs by managing a specialized, hybrid approach that implemented Google Ad Exchange and pre-bid solutions.

## The results

The implementation of programmatic, alongside OAO's hands on management of direct campaigns, resulted in higher monthly revenue for Bassmaster. As sponsorship demand increased during tournament season, programmatic revenue maintained an incremental presence. Moreover, the key goal of monetizing unsold inventory during the off-season was successfully achieved as programmatic revenue spiked from November through February.

“ OAO has been a wonderful partner to work with since 2011. They are experts in the field of ad operations and they continually strive to provide a level of client service that is second to none. OAO is like an extension of our business and we couldn't imagine working with a better ad ops partner!”

—Laura K. Rush, Sales Development Director,  
Digital and Television



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