

Premium Programmatic helped Banda B increase revenue by 700% in three years



Premium Programmatic

Parana, Brazil • <https://premiumads.com.br/>



The challenge

Banda B is a large regional news portal in Brazil. They have a loyal audience base and has become a great resource for local online news. However, the website was unable to grow its revenue and it lacked the expertise to make better use of the programmatic media market. The website maintained a good audience base but still had a lot of potential room for higher monetization revenue.

The approach

Banda B chose to work with Premium Programmatic for their monetization expertise. To best support Banda B, Premium Programmatic needed to redesign the publisher's programmatic advertising strategy, while taking into account the need of website's direct campaigns. They also needed to balance the user experience of the site while leveraging new ad formats with greater programmatic demand.

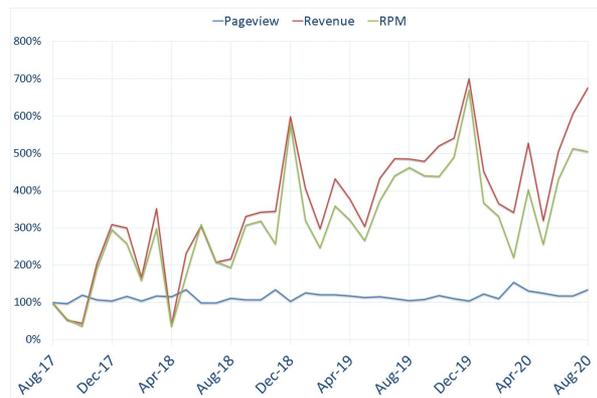
After implementing Ad Manager, Premium Programmatic activated more than 20 media buying networks and programmatic negotiations for Banda B in the first 12 months. To improve ad performance, the partner implemented Header Bidding technology, updated the AMP version of the site for faster page speeds, and included new purchasing networks for the site's traffic. In addition, the partner adopted and optimized out-stream, in-stream, and slider video formats on the website.

The results

In the last 3 years, Banda B experienced a 700% increase in ad revenue. The Header Bidding technology and the new purchasing networks resulted in higher CPMs for the site, and the new AMP version increased the site's page speeds. Premium Programmatic also focused on maintaining the site's loyal audience. The stellar growth in revenue was achieved as pure RPM increase, since the publisher's audience was relatively flat during the analyzed period.

"All service and support is fast, going beyond the programmatic vision – they also guide us on the best way to work with the content and technological part. Payment is made religiously on time and both the commercial service and the monitoring of the performance of our website by the Premium team are constant."

— Michel Micheleto, Executive Director of "Banda B"



About the Certified Publishing Partner Program: A Certified Publishing Partner can help when you don't want to do it alone. Our publishing partners handle everything from setting up to optimizing and maintaining ads, so you're free to spend more time publishing content on your site. Using Google best practices, partners are adept at maximizing performance and earnings with AdSense and AdManager. For more information, visit google.com/ads/publisher/partners/

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