

10%

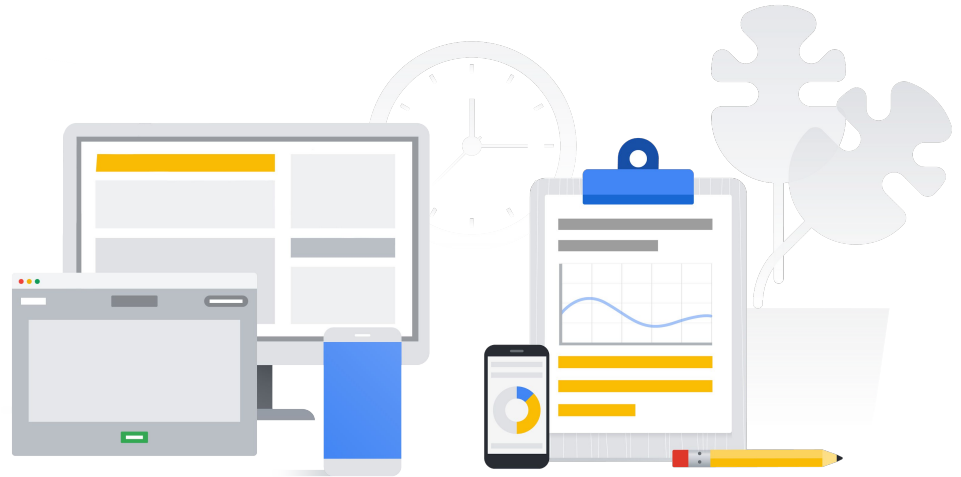
Increase YoY in overall
online ads revenue

37%

Increase YoY in display ads
revenue

237%

Uplift in eCPM (on average)



“Google Ad Manager 360
boosted our revenue and
enabled us to make
data-driven decisions.”

Boram Lee
Manager, Ad Tech Team
The JoongAng

The challenge

[The JoongAng](#) is a South Korean national daily newspaper that was first published on 22 September, 1965. Today, it is one of the biggest among three dailies in South Korea, and also publishes an English edition known as Korea JoongAng Daily.

With its online growth, The JoongAng identified the need to change their digital ad operation for increased revenue and efficiency. Its previous waterfall ad serving model prevented the newspaper from optimizing every impression, and provided little control on ad format and placement. The lack of unified reporting also meant there was no visibility on performance, which made collaborating with third party ad networks challenging. To address this, The JoongAng worked with Google for possible solutions.

The results

In April 2021, The JoongAng implemented [Google Ad Manager](#) 360. The newspaper also started adopting new ad formats and targeting article sections with key-values. With the introduction of unified reporting, they are now able to make unbiased transactions and test ad optimizations based on transparent data.

Within just three months, JoongAng saw its display ads revenue increase by 37% and overall ads revenue increase by 10%, with an average of 237% uplift in eCPM.