FREEWHEEL

A COMCAST COMPANY

FREEWHEEL'S PROGRAMMATIC MODULE

How FreeWheel enabled holistic decisioning across unified demand pools and optimized yield for a leading streaming service.

EXECUTIVE SUMMARY

A major streaming service and FreeWheel client leveraged FreeWheel's Programmatic Module—enhanced functionality that enables buyers and sellers to seamlessly transact across both direct-sold and programmatic advertising—to optimize yield across all possible demand channels. Using Programmatic Module, the client increased competition for its inventory, resulting in higher average CPMs and greater programmatic revenue, while preserving the high-quality user experience its customers have come to expect.

OUR CLIENT'S STORY

As a premium publisher in the New TV ecosystem, the streaming service needed to find a way to optimize yield across their direct and programmatic sales channels while still adhering to TV-level compliance and controls and high-quality user experience. At the same time, they needed a solution that enables media buyers to embrace automation and programmatic technology to facilitate transactions across sales channels.

The streaming service turned to FreeWheel's Programmatic Module solution; purpose-built to connect publishers to programmatic buyers, optimally pair supply to demand, and address publishers' unique challenges and needs within one unified advertising management system. In March 2020, the client migrated its programmatic ad sales business to FreeWheel's Programmatic Module with three goals in mind: streamline operations, leverage additional demand sources, and enable a unified auction across disparate sales channels. By implementing Programmatic Module, our client increased inventory competition, win rate, and average CPM, and drove explosive revenue growth.

PROGRAMMATIC MODULE: VALUE IN ACTION

The below shows the YOY increases for Q2 & Q3 for the major streaming service. They went live on Programmatic Module in March 2020 (end of Q1).

Q2 2020

+104%
IMPRESSIONS

+92%
REVENUE

Q3 2020

+272%
IMPRESSIONS

+283%
REVENUE
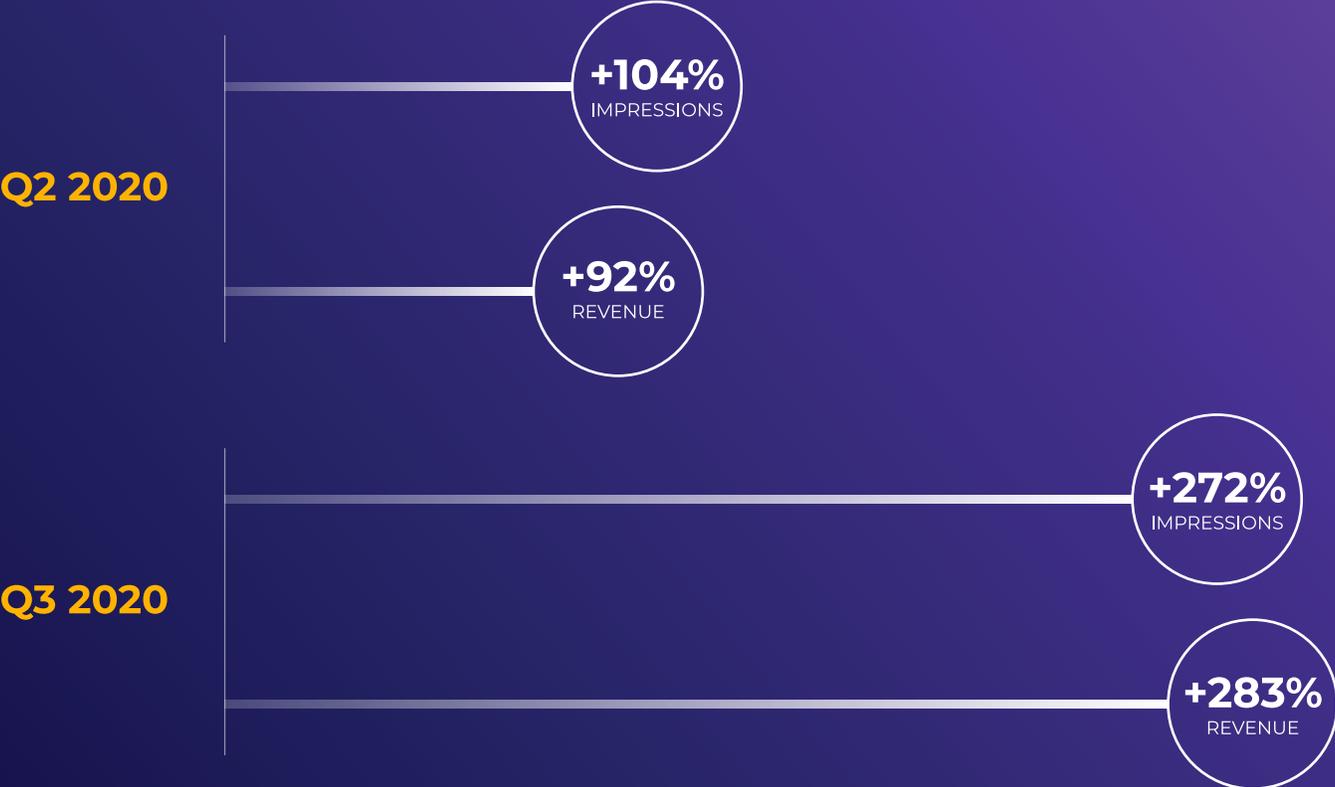
ABOUT PROGRAMMATIC MODULE: CONNECTING PUBLISHERS TO TOP-TIER DEMAND

To keep up with advertising industry shifts and publishers' evolving needs, FreeWheel reconfigured its end-to-end advertising management software platform by building SSP functionality directly into its unified ad server. As a result, FreeWheel's Programmatic Module facilitates unified competition across direct and programmatic demand channels, while maximizing yield and maintaining seller control.

Benefits of Programmatic Module:

UNIFIED

Unify demand across all possible sales channels by bringing all demand sources to one table

INTEGRATED

Introduce programmatic demand holistically into your demand portfolio, including enabling programmatic guaranteed

REDUCED WASTE

Leverage additional demand sources when other demand sources fall short, including 45+ leading DSPs and SSPs

PREMIUM USER EXPERIENCE PRESERVATION

Preserve a premium user experience with granular control over inventory assets

ACTIONABLE

Combine direct and programmatic data into a single reporting suite to drive better business decisions

COMPETITION ENABLEMENT

Enable competition across direct and programmatic without sacrificing guaranteed deals

THE FREEWHEEL ADVANTAGE

FreeWheel Programmatic Module customers maintain complete control over their inventory across all sales channels, pricing, and quality—without sacrificing access to demand. FreeWheel's solution also enables disparate demand sources to simultaneously compete in real-time, thereby increasing competition and the value of your private video inventory. By building SSP functionality directly into our ad server, we empower our clients with complete visibility across all demand, direct and programmatic, enabling them to make the best possible decision for their advertising business.

FULL CONTROL
OVER YOUR INVENTORY

UNIFICATION
OF ALL DEMAND SOURCES

BOTTOM LINE?

Programmatic Module improves your overall monetization strategy via holistic management across programmatic & direct with complementary demand souring—all without compromising your control or the user experience.