

Premium Programmatic helped Banda B news portal to increase revenue by 700% in 3 years



Premium Programmatic

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



The challenge

A Brazilian news portal of great regional relevance, Banda B, has created a loyal audience and has become the biggest reference in 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. Based only on Google AdSense, the portal maintained a good audience, but its income was incompatible with its size.

The approach

To face this challenge, Premium Programmatic redesigned the publisher's advertising diagram, also taking into account the need of portal's direct campaigns. Our work also considered the balance between content and advertising, and the user experience in the inclusion of new formats with greater programmatic demand.

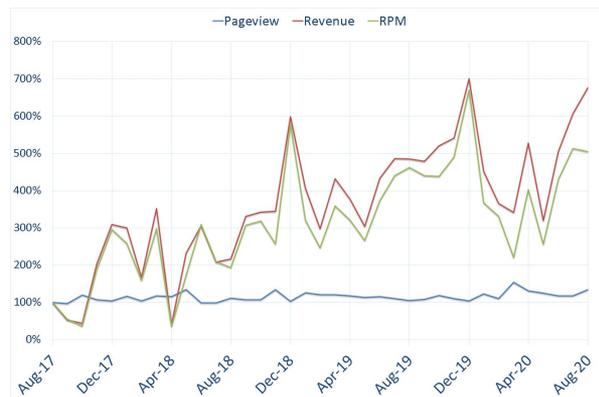
We activated more than 20 media buying networks and programmatic negotiations in the first 12 months of the partnership. We implemented Header Bidding technology. We updated the AMP version of the website and included new purchasing networks for this type of traffic. We enabled monetization of outstream, instream and slider video. In addition, we also do constant monitoring for optimization.

The results

As a result, the publisher has experienced a 700% growth in revenue over the past 3 years (in certain periods). And all this maintaining the good audience that the portal has gained in its years of work as a relevant regional news website. The stellar growth in revenue was achieved as pure RPM increase due to optimization, 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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