

Unleashing Programmatic Revenue Growth



Overcoming a Revenue Standstill with CTVBuyer

BACKGROUND

Griffin Media, a prominent media company with a large digital audience, was on the verge of a breakthrough in programmatic advertising. Known for its high-quality content and expansive reach, Griffin Media was eager to tap into the growing potential of programmatic revenue. However, despite months of effort, they faced persistent issues preventing them from monetizing their digital platforms effectively. For four months, Griffin Media was unable to generate even \$1 from their programmatic advertising due to technical problems with their content management system and monetization partner.

CHALLENGE

The situation became increasingly urgent as Griffin Media's attempts to identify and resolve the issue yielded no results. With revenue streams stalled, the pressure mounted for Griffin Media to address the problem, as the company risked losing out on substantial income from programmatic advertising. Griffin Media needed a partner that could not only diagnose the problem but also maximize their revenue potential moving forward.

GOALS

- 📶 Generate programmatic ad revenue.
- 📶 Fix technical issues with CMS and monetization partner.
- 📶 Optimize revenue
- 📶 Ensure long-term revenue growth.

OBSTACLES

- 📶 Technical Blockages
- 📶 Lost Revenue Opportunities
- 📶 Strategic Alignment



"At CTVBuyer, we pride ourselves on not only identifying and resolving technical roadblocks but also unlocking new revenue streams for our partners. With Griffin Media, we knew that once we fixed the issues, their potential for growth in programmatic advertising would skyrocket. Our goal is always to turn challenges into opportunities for long-term success."

Sean Foley, co-founder and vice president of business development at CTVBuyer.

SOLUTION

Recognizing the critical nature of the situation, Griffin Media turned to CTVBuyer for a solution. CTVBuyer's team of experts immediately conducted a thorough audit of the technical infrastructure, identifying the key pain points in the integration between Griffin Media's CMS and their monetization tools. Within two weeks, CTVBuyer had implemented strategic fixes that resolved the long-standing issues.

Their approach included:

- Optimizing ad delivery by fixing backend errors and streamlining the content-to-ad serving process.
- Fine-tuning Griffin Media's programmatic strategy to ensure that ad placements were efficient, well-targeted, and met industry standards.
- Integrating advanced monetization techniques that maximized fill rates and revenue potential across all platforms.
- Providing ongoing support to ensure sustained growth and efficiency in programmatic advertising.

RESULTS

The results were both immediate and dramatic. In the last 30 days, Griffin Media experienced a **1,403%** surge in programmatic revenue, a remarkable turnaround from the four-month stagnation. The partnership with CTVBuyer not only resolved the technical issues but also unlocked new opportunities for revenue generation.

Key outcomes included:

- A significant increase in ad fill rates, resulting in consistent, reliable income streams.
- Improved control over ad placements, ensuring Griffin Media's content and audience were better aligned with high-quality advertisers.
- Enhanced audience engagement, thanks to better-targeted ads that provided value to viewers without disrupting the user experience.



"A trusted partner recommended CTVBuyer to us, and they offered to help diagnose delivery problems even without an agreement in place. They suggested the next steps and followed up with a plan to deliver local campaigns and move into the programmatic marketplace. We would recommend them to anyone just getting started in this space or who needs help in the video ad server/ad ops side of CTV monetization."

Stephanie Clark, VP of Sales at Griffin Media.
