

Graphiq's Revenue Increases More than 40% with Header Bidding

As for many other publishers, header bidding has been a boon for Graphiq's advertising revenue.

"We started header bidding in March 2015, and out of the gate we saw gains of around 30%," says AJ Okereke, Head of Revenue Technology at Graphiq. "With continued focus on header bidding optimization, we are confident revenue lift has risen to beyond 40% since we integrated the sell-side technology."

Graphiq, formerly FindTheBest, is a data aggregation and visualization company that manages more than 20 vertical search engines. Since March 2016, Sovrn has been one of Graphiq's eight header bidding partners.

"From a revenue share of voice perspective, Sovrn is definitely top three in our stack, outside of Google," says AJ Okereke, Head of Revenue Technology at Graphiq. "With Sovrn, revenue per visit increased 5% on average. Sovrn definitely provides premium CPMs, making our overall auction extremely competitive, which we love."

Maximizing share of voice

Graphiq hasn't just seen great results with Sovrn revenue-wise - they have also experienced excellent customer service.

"Sovrn's account management team is pretty stellar - they are responsive and on-time" says Okereke.

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In addition to Sovrn's account management, Graphiq has been pleased with Sovrn's header bidding development team. "From a development perspective, not all header bidding partners have the capacity to provide a full-time dev. Sovrn ad operations has been able to break down different sets of reporting and has been very responsive to our requests."

And as for monetization strategies going forward? Header bidding is undoubtedly Graphiq's number-one priority.

"We're currently testing additional header bidding partners, as we have eight partners in our ad stack to date. Once we get to 10, there are a few interesting strategies we'd like to explore further," says Okereke. "We're looking to further optimize our meta auction and ensure all partners have a fair chance at every impression."

Going forward, Graphiq is also looking to explore dynamic price floors. In doing so, Graphiq plans to further optimize its meta auction so all third-party demand partners compete on a level playing field.

As Google scrambles to counter the header bidding craze, it is yet to be seen whether websites will revert back to traditional pricing tiers. However, it seems Graphiq will stick with header bidding for the foreseeable future.

"We're excited with the current setup that we have," says Okereke. "Our current setup with header bidding gives us visibility into information that we previously did not have within DFP. Reverting back to the traditional approach would be difficult. "