



## objective

A market leader OEM with popular android based device range was facing the challenge of daily downfall in the eCPM of its inventory yield. Additionally the OEM was strategically looking at reducing their dependency on a single monetization partner, and monetize its audience data on programmatic.

## deliverables

- The OEM was currently monetizing its inventory across a host of digital assets, both apps and the on device portal, via DFP for small business. Bring additional partners onboard
- Monetization revenue growth
- To unleash the potential of Audience data in inventory monetization via programmatic

## TORCAI product highlight:

**Server Side Header Bidding:** To optimise inventory yield by creating competition for every impression being generated between DFP and other monetization partners. SSHB brings in best available bids for every impression.

**Audience Data Engine:** Integrates with media sell to enable export of audience segments on programmatic via enrichment of bid request with audience attributes.

## result

**Revenue Optimised:** Header bidding delivered 40% increment in programmatic revenue. In a span of 3 months monthly programmatic revenue increased by 100%