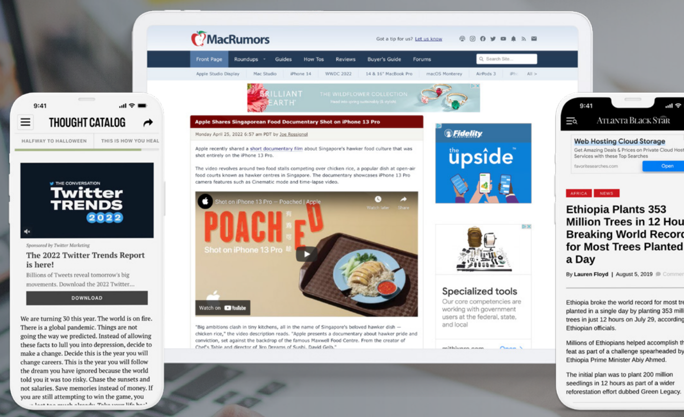
sharethrough × cafe media

How CafeMedia Has Seen Consistent Growth Since Integration with Sharethrough

By migrating their inventory, CafeMedia increased their monthly earnings while fully leveraging the proprietary technology offered by Sharethrough.



+48% Growth YoY with Prebid

+174% Growth YoY with Amazon TAM

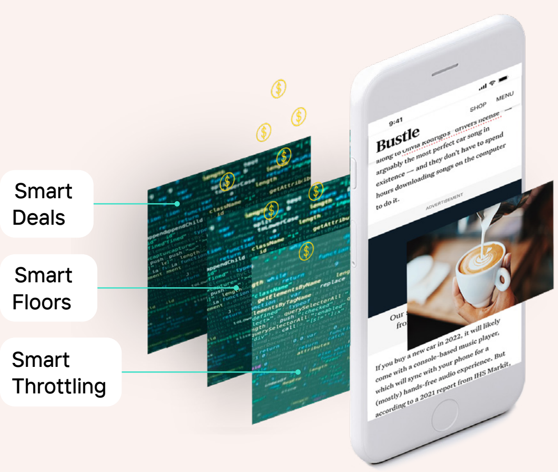
+15% Lift on avg. with Smart Floors

Strategy

CafeMedia was looking for ways to increase their monthly earnings through new integrations. Following the merger between District M and Sharethrough in 2021, CafeMedia worked hand in hand with Sharethrough to migrate their inventory from the District M platform to the Sharethrough platform. The migration project took several months & involved cooperative work from commercial, engineering and product teams on both company sides.

Goals—

Monetize CafeMedia's inventory in Sharethrough **using the same frameworks** that were previously used with District M, ensuring their publishers' needs would be equally met in the new platform (**including blocking specific demand and/or media types**); and to **fully leverage the technology** offered by Sharethrough.



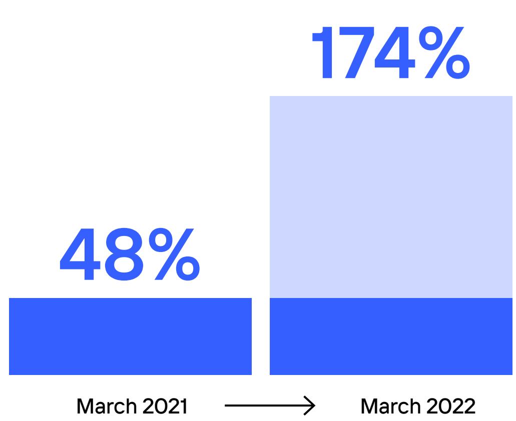
Challenges

Prior to the migration, CafeMedia did not implement Sharethrough's SmartSuite™ Technology, which could have significantly impacted their results. One of its components, Smart Floors, automatically finds the optimal floor for each placement in real-time. The results? An average lift of **over 15%** compared to floors that were manually set. Another feature, Smart Throttling, examines each impression to determine which DSPs are most likely to bid on it. By avoiding arbitrary QPS caps from DSPs, CafeMedia is able to earn more revenue.

Results

CafeMedia was able to successfully connect to Sharethrough via Amazon TAM and Prebid. The deployment of the Prebid integration was done in several stages, gradually increasing traffic volumes. The migration was seamless thanks to the preparation work and initial vetting. The features built by Sharethrough at CafeMedia's request **also benefited all of our other Prebid publishers**.

At this time, in terms of revenue, we have seen monthly earnings with CafeMedia grow by **48% YoY** between March 2021 and March 2022 for the Prebid integration, and by **174%** for the Amazon TAM integration. We expect these numbers to increase as the year goes on.



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Exchange for Scale & Directness	Daily Display, Video & Native Impression Requests	Safe & Trusted Exchange; Compliant With All Industry Auditing Initiatives	IAB Tech Lab Council & TAG Registered Member	In-Line With CCPA & GDPR