

Delivering Publisher Quality, Flexibility & Superior Monetization Through Custom Video Ad Tech Integration

CHALLENGE

33Across sought a full-stack video advertising technology integration with optimal performance that could drive superior yield and monetization, provide an exceptional user experience, and provided flexibility. Their ideal technology solution must incorporate advanced customization capabilities for 33Across publishers and deliver superior yield optimization and revenue. They chose to work with leading video advertising infrastructure company, LKQD Technologies.



MONETIZATION

DEMONSTRATE SUPERIOR AD YIELD MANAGEMENT AND MONETIZATION

33Across wanted to test if LKQD could drive greater video advertising yield and monetization.

They needed a scalable and flexible technology platform that could integrate their direct and programmatic advertising channels to drive greater results.



CUSTOMIZATION

ENSURE CUSTOMIZATION FLEXIBILITY AND EXPANDED CONTROLS FOR PUBLISHERS

33Across desired to offer their publishers expanded video advertising capabilities, flexible controls, and advanced monetization within the 33Across platform.

They required a technology integration that would enable 33Across to seamlessly customize their inventory key values, dynamically target video campaigns across the company's proprietary video player suite, and ultimately, extract the maximum value from every video advertising placement.

RESULTS

20%

LIFT IN MONTHLY VIDEO ADVERTISING REVENUE

Once 33Across was fully integrated with LKQD as an ad server, they experienced a 20% increase in monthly video revenue.

“LKQD is a trusted technology partner to 33Across. They have enabled us to streamline our video ad operations and made it easy for us to continue to offer our publishers highly customized video monetization solutions while maximizing their performance and growing their video revenue.”

ROB DEICHERT, COO, 33Across

SOLUTION

The 33Across + LKQD technology partnership streamlines workflows and simplifies ad operations. It enables 33Across to customize placement-level data and parameters including pricing, targeting, and player formats. These parameters are then passed in real-time to demand partners through the power and efficiency of LKQD mediation.

> CUSTOMIZED INTEGRATION

The 33Across team took the lead surfacing and defining parameters and integration requirements. LKQD provided experienced technical consultation to integrate its open and flexible infrastructure specifically designed for low latency, highly scalable, data-rich programmatic transactions into the 33Across' publisher platform.

> INVENTORY QUALITY

As an enterprise customer, 33Across also gained access to the LKQD platform triple-filter suite of inventory quality tools and solutions. The suite gives them the ability to apply LKQD's proprietary IVT filtering, along with third-party post-impression filtering solutions, and industry-leading pre-bid blocking tools across their inventory and campaigns. This unique and comprehensive solution enables 33Across to protect their publishers and assure their advertisers that they receive only the highest quality inventory.

KEY BENEFITS

- 1 Granular control and reporting on video inventory
- 2 Maximized value for every video ad placement
- 3 Simplified operations and workflows
- 4 Triple-filter inventory quality management

The technology partnership supports 33Across' growing video advertising business and helps its publishers to be even more strategic and transparent as they build their audiences and grow revenue.

ABOUT 33ACROSS

33Across is a technology company focused on solving the challenge of consumer attention for automated advertising. Our Attention Platform is the first programmatic solution to unify high-impact creative, quality supply, and true technology-driven scale. Brands can now deliver superior audience engagement while 33Across publishers benefit from the ability to drive more revenue for every ad placement, resulting in greater efficiency and an enhanced consumer experience.

ABOUT LKQD TECHNOLOGIES

LKQD Technologies, a wholly owned subsidiary of Nexstar Digital LLC, which is owned by Nexstar Media Group, Inc. (NASDAQ:NXST), builds technology that improves video advertising. The Company's open infrastructure powers a flexible and scalable end-to-end technology stack that enables digital video sellers and buyers to build and grow their businesses. LKQD's Infrastructure as a Service (IaaS) technology provides a suite of integrated solutions from centralized ad serving, data management and advanced reporting, to highly scalable inventory and demand. Hundreds of companies leverage LKQD's technology to power their entire video advertising business and customize solutions to efficiently scale across mobile, desktop, and connected TV.

