BAUER XCEL MEDIA

Bauer Xcel Media cuts latency in half and sees 20% revenue increase with Transparent Ad Marketplace

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Using Shopping Insights, Bauer was able to better predict the impact of different types of content on monetization and plan a new editorial commerce strategy.

Bauer Media Group manages more than 600 magazines, 400 digital products and over 100 radio and TV stations across the globe. Their properties include Life & Style, In Touch Weekly and Woman's World. Bauer Xcel (Bauer), its digital division, started working with Amazon Publisher Services (APS) in 2016 and currently integrates with Transparent Ad Marketplace (TAM) and leverages Shopping Insights as well. Since enabling TAM and moving two header bidding integrations to server side, Bauer's page latency decreased 50%, contributing to a revenue increase of 20%.

We talked to Michael Shaughnessy, VP of Revenue at Bauer Xcel Media US, about his experience with APS.

What is TAM's role in your programmatic strategy?

We sell nearly all of our digital inventory programmatically, so optimizing our demand partnership on a daily basis is a key driver of revenue growth. We always had a direct integration with Amazon, but because TAM is cloud-based, we now use it to easily onboard and scale other demand partners without having to bother our development team.

20% increase in revenue

How does TAM help you reach revenue goals?

This year we were focused on cutting latency across all our digital properties to increase engagement, especially on mobile. This is not easy when you have third parties plugged into the ad stack, as well as other measurement tools living on our pages. TAM allowed us to strip out

unnecessary code from the site, which is critical to get the page loading faster and generate more impressions to monetize. The integration was painless and we started seeing earnings from day one.

How were you able to increase revenue?

Reducing latency had a meaningful revenue impact for us. Even if we removed slots from the page, the extra in-view impressions and other SEO benefits more than compensated for having fewer ad slots. We recently went live with AppNexus and OpenX on TAM and I'm really pleased with the results and the level of transparency around bidder performance.

What is your use case for Shopping Insights?

My team works closely with the editorial team and we keep monetization goals in mind for each piece of content that gets published. From Shopping Insights, we were able to learn exactly what products are interesting to our users and not only maximize revenue, but also inform our commerce strategy for content production.

In the near future, what are other growth initiatives are you planning?

We want to help our audience solve problems, and Shopping Insights will have a larger role in understanding how our content is performing and improving monetization strategy. We are updating our digital taxonomy and we will start passing page group information to Shopping Insights to get even more granular data, at the site section level. I think it will surface new business opportunities for us. I'm also looking forward to enable TAM for our UK properties.

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