PubGalaxy
by **azerion**

aps

PubGalaxy scales monetization and global reach via Amazon Publisher Services

PubGalaxy was founded in 2014 with – a simple mission - to help independent website owners monetize their content through programmatic advertising. The company provides real-time bidding technology, access to global advertising products, and 20+ years of industry experience working to enhance ad revenue for their clients. Today, PubGalaxy is part of Azerion - one of Europe's leaders in entertainment, media, and adtech, serving as an end-to-end monetization service, optimizing ad revenue and helping publishers unlock the advertising marketplace.

PubGalaxy has been working with Amazon Publisher Services (APS) since 2017. PubGalaxy takes advantage of Unified Ad Marketplace (UAM) and Transparent Ad Marketplace (TAM) to access more demand sources, while monetizing display and video inventory to drive revenue increase.

Tell us a bit more about PubGalaxy and your monetization strategy.

Our monetization strategy is simple: we're demand agnostic and aim to drive healthy, fair competition with an emphasis on brand safety. That's why we're constantly trying to expand and improve our demand sources across a variety of regions and ad formats.

What business challenge were you trying to solve?

One of the ways we add value for our clients is by looking for specific demand that performs well with niche inventory. This could be categorized by device, ad format, integration type and all the combinations in between. It's a long list but this is how we strive to improve performance for our clients year over year, so it's a necessary part of the business. Every new integration is normally a long and labor-intensive process but with APS we simply don't have that problem. Everything is streamlined and we're able to test new demand sources quickly and efficiently.

How was the integration process?

In a word – effortless. We had access to clear, comprehensive documentation and we also had peace of mind knowing that the APS was there for us if we had to troubleshoot. All in all – a smooth, positive experience.

What is the advantage your company gets from Amazon Publisher Services?

APS connects us to premium advertisers and is consistently one of our top performing partners.

For us the main advantage of Transparent Ad Marketplace (TAM) is how easily we can scale new integrations across our entire portfolio. When managing hundreds of websites simultaneously, speed is key to delivering a seamless user experience and TAM preserves speed while maximizing demand. With APS being plugged into our network, we can easily add new bidders for all our clients at once, who in turn are able to see immediate results. The number of bidders connected to our account increased by 55% YoY. Through adding TAM partners, we increased APS revenue in Europe by 47% and overall revenue by 64% for some of our publishers.* The product's reporting capabilities are also quite impressive.

55% more bidders connected to a PubGalaxy account YOY

Additionally, Unified Ad Marketplace (UAM) allows us to access various demand sources with one contract and one payment, improving our efficiency. It allows us to focus on what we do best - optimizing publisher revenue, rather than spending valuable time handling new contracts, approvals and other administrative tasks.

47% increase in PubGalaxy's APS revenue in Europe

UAM offers publishers the ease of accessing demand from Amazon Ads and leading SSPs by signing a contract with APS. APS handles contracts with SSPs, combines all earnings from Amazon Ads and SSPs and sends one monthly payment to the publisher.

*Future results may vary and Amazon Ads does not guarantee similar performance

64% increase in overall revenue for some publishers

What was your experience with Amazon Publisher Services (APS)?

Our experience with APS has been only positive. APS is one of our favorite partners to work with. We're especially happy with the customer service, as the team is very competent and super responsive, which allows us to troubleshoot and expand the relationship with confidence. They give that extra 10% to further drive our common business together.

Onboarding new websites is also extremely quick and straightforward. 'Performance lag' can be an issue for publishers when switching to a new service provider, so not having to deal with that is something we value immensely.

The **Connections Marketplace** is a great service and we're excited to see where it goes next. In addition to having multiple third-party tools on demand, we appreciate that the team is keen on taking our feedback and exploring solutions that will serve our needs.

What is a recent optimization that you made to the setup?

We optimize price floors across certain formats and countries in combination with APS managed floors. Additionally, we constantly review the available features, such as support for additional sizes, channels, and formats and integrate them within our product. Apart from that, we have found that the APS product and services work perfectly as they are.

What other strategies do you plan for the future to increase revenue?

We've seen some great results with instream video. One of our immediate goals is to push the adoption of outstream video across our portfolio. We have increased our focus on Europe and plan to expand into new countries in the coming years. This is one of the regions where APS performs quite well for us, so we're excited to continue growing our demand sources. And finally, we're planning to continue onboarding new bidders into TAM.