

## Equativ SSP sees 23% higher eCPMs and a 67% profitability uplift with APS

Equativ is a leading independent adtech firm that is committed to delivering value to publishers and advertisers by improving the efficiency and performance of digital advertising. Prioritizing brand safety, transparency, and consumer privacy is at the heart of Equativ's commitment to the industry.

### Challenge:

Equativ SSP needed a secure and turnkey way to scale their programmatic buying business. They also wanted greater control over their inventory supply paths, with the ability to choose direct over indirect pathways according to their regional needs, enabling them to foster their desired SPO strategy. The team also required insights to justify their investment decisions, and inform future buying tactics.

### Results:

APS' supply path management and traffic optimization capabilities resulted in notably stronger performance than another leading header bidder solution. When evaluating server-to-server performance across the same set of 800 domains, APS' Unified Ad Marketplace generated 23% higher CPMs for Equativ and a 36% stronger fill rate, which supported a 67% uplift in RPM (revenue per thousand impressions).

### Customer Testimonials



**François Carette**  
Global Sales Operations, Equativ

"Before collaborating with Amazon Publisher Services (APS), entering new countries was a costly and cumbersome process. That's why we decided to start bidding through APS' Unified Ad Marketplace (UAM), which provided us with instant access to thousands of APS-vetted publishers across the globe; all via one streamlined activation workflow and a single oRTB integration. As a result, we have been able to test and scale new countries; with some even growing to become top revenue drivers for our business."



**Teiffyon Parry**  
EVP Sales Excellence, Equativ

"We hugely value working with APS because it offers us very granular supply controls that we have leveraged to shape and optimize traffic based on demand customers needs. Their flexible optimization tools, robust analytics, and the increased monetization we see are now an important part of Equativ's overall supply strategy; however, what's really stood out has been the superior customer service provided by the APS team. Without their dedicated team of account managers, we would have not been able to scale and drive growth as we have done."



**Bryan Everett**  
Global Head of  
Third-Party Demand, APS

"This collaboration has helped to secure more revenue for both enterprise-level and independent publishers around the world; due in large part to incremental demand that Equativ drives from its custom buying curation tools, as well as its proprietary DSP technology."

Explore new ways to optimize bidding, reduce latency, and streamline analytics for your programmatic campaigns.

Get started by contacting your APS support team today.

Interested in using Equativ SSP or Equativ curation platform for buyers ?

Reach out here <https://equativ.com/contact/>

\*Data provided by client reporting, Q4 '22; results are not indicative of any future performances.