



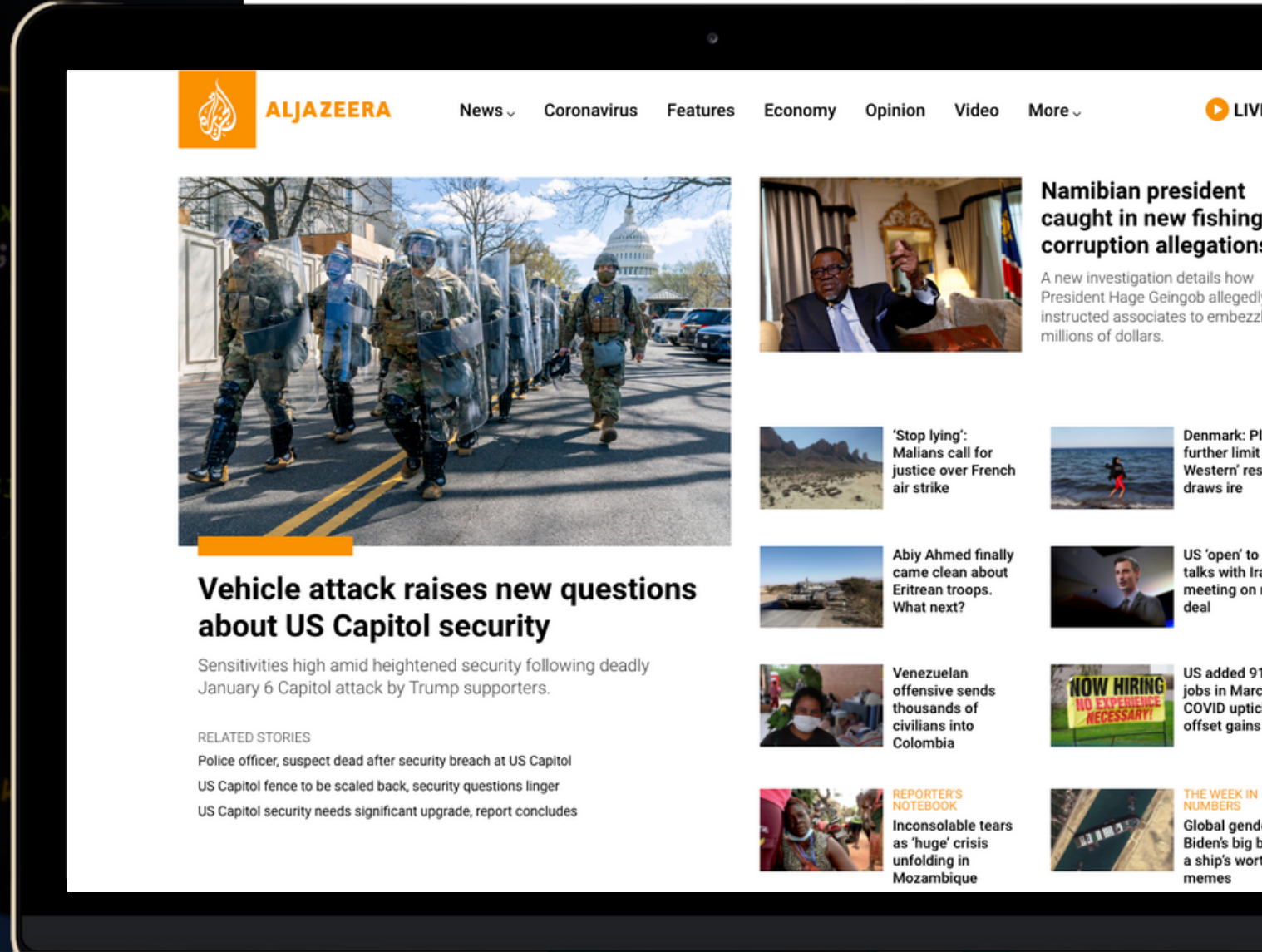
ALJAZEERA

A non-profit company since its inception had recently changed its culture to accept advertising as a way to re-invest back into the organization to continue producing award-winning content.

Before Freestar

PREVIOUS SET UP

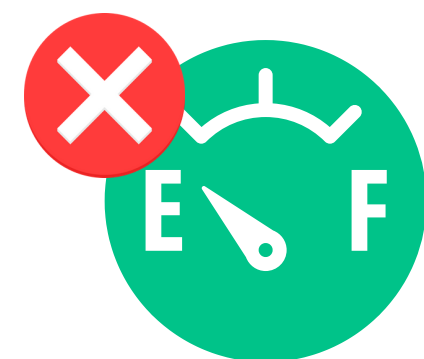
Al Jazeera was only utilizing AdX, a few Prebid partners and had several tagged based direct campaigns.



Publisher Restrictions



Small Revenue Operations team



Limited dedicated resources to Ad Tech



Because of this, any issue that would arise would be labor-intensive and therefore, all initiatives would be hindered by internal processes.

Main Publisher KPIs

1

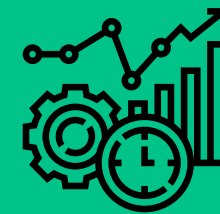
Maximize Revenue & CPMS



Al Jazeera wanted to maximize yield for their impressions and increase their CPMS.

2

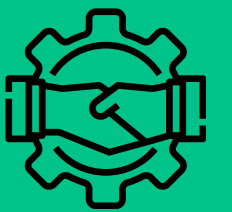
Increase Efficiency



A determining factor for Al Jazeera was the ability to onboard new partners effortlessly.

3

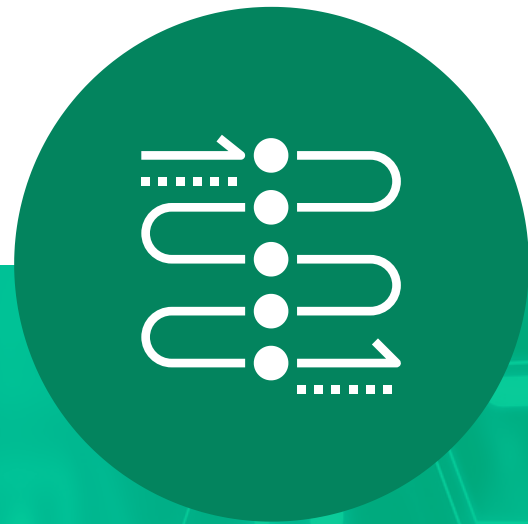
Expand Partnerships



Al Jazeera wanted to identify potential opportunities to move advertisers up the funnel into more direct relationships.

The Freestar Strategy

Small Actions Drive Big Results



Utilize Dynamic Ads

Utilize Dynamic Ads to take advantage of the publisher's long-form content without requiring any work from their side.



Implement a Floor Strategy

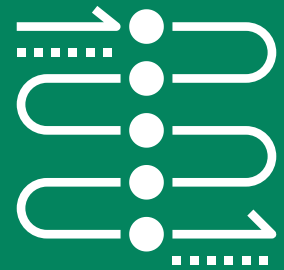
Inflate CPMs with floor rates without sacrificing fill rate. We tested and adjusted multiple floor rates based on seasonality to properly value the inventory and extract as much total yield as possible.



Enhance their Ad Stack

Previously, Al Jazeera was only utilizing AdX and was restricted from additional demand.

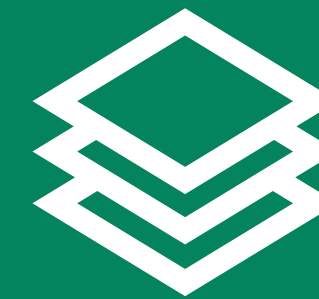
Results



Dynamic ads currently
make up
**30% of all
ad revenue**
on aljazeera.com

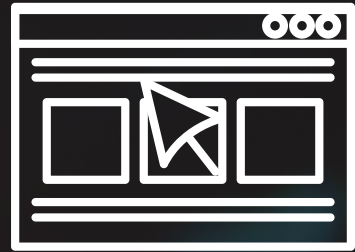


After price floors were
added and adjusted
seasonally, the
implemented floors
provided a
**45% increase
in page RPM**
over the control group.



Due to incremental
demand,
**74% of revenue is
non AdX demand.**
Additional demand
competition has led to
an average
**RPM increase
of 135%.**

Additional Publisher Support



CMP Integration

Freestar played an instrumental role in Al Jazeera's TCF 2.0 compliance and helped explain the specifics of what needed to be done.

Having a CMP in place helped **recoup over \$20,000 in lost revenue** from a previous partnership.



Developer Expertise

Freestar provided Al Jazeera with detailed, actionable feedback that has helped their team triage issues more efficiently and come to resolutions more rapidly.

Our knowledge in the space has been critical in **helping their organization prioritize revenue generating initiatives.**

Don't Just Take Our Word For It

Freestar has been instrumental in relieving the stress of the day-to-day management of our stack, allowing us to focus on larger strategic initiatives."



ALJAZEERA