

## CASE STUDY

# Piemme

Piemme increased revenue by monetizing consentless traffic with Simple Ads.

## The Challenge

Piemme is one of the most important publisher sales houses in Italy and includes national newspapers such as Il Messaggero, Il Mattino, il Gazzettino.

In January 2022, the Italian privacy law 'Linee guide del Garante della Privacy' was implemented, restricting monetization of contentless traffic.

As consentless traffic is indeed still valuable and of interest for buyers that are looking for premium audiences and premium formats, Piemme was looking for a solution that could help them monetize this.

## The Solution

Piemme decided to implement Simple Ads, Xandr's solution that allows publishers to monetize consentless traffic.

The Xandr team implemented Simple Ads in parallel with Piemme's standard ad server so that when a user rejects the consent for targeting advertising, Xandr receives a call and Simple Ads is able to manage the campaign.

Simple Ads was easy to set up, and was implemented like a parallel ad server to specifically address consentless traffic.

"Simple Ads allowed us to monetize our consentless traffic and increase our overall revenues. Thanks to Xandr today we are able to deliver ads on 100% of our available inventory."

**LORENZO AMELI**

Head of Programmatic,  
Piemme

## The Result

# 15M

consentless impressions served  
(100% of inventory available).

# +14%

impressions delivered.



Easy to set up in parallel  
to standard adserver.