

DPG Media

DPG Media Switches to Monetize Ad Server to efficiently accomplish their monetization goals

DPG Media is the largest media company in the Netherlands, boasting a portfolio of national, regional, and local brands that strive to inform and entertain its readers.

The Challenge

After its acquisition of Sanoma Media Netherlands, DPG Media was reevaluating its ad technology stack, embarking on the undertaking of switching its ad server of record. After a company-wide planning and assessment effort, DPG Media chose Xandr's Monetize Ad Server for its transparency, quality controls, supply exposure opportunities, and integration flexibility. Shifting to Xandr helped open the door to thoughtful reexamination while providing the tools to set itself up for sustained success.

The Solution

- › A flexible object hierarchy enabled DPG Media to develop a new structure for placement groups and ad unit naming, leaning heavily on the use of key-value pairs. This helped to better future proof DPG Media's inventory organization, preparing for scale while remaining nimble to accommodate changes.
- › Expanded deals capabilities allowed DPG Media to expand its deals strategy beyond the limitations of the previous ad server. DPG Media could now execute more deals with greater efficiency and activated ~1,600 private deals. The new strategy saw positive results, enabling a shift towards deals as an important revenue source.
- › Demand management controls allowed DPG Media to fine tune their yield, setting specific pricing and priority arrangements by demand partner. The accompanying reporting helped with sales scheduling and provided insight into opportunity costs for future adjustments.
- › Line item configuration tools made it possible for DPG Media to include multiple targeting parameters, like device allocation and audience, per campaign. This reduced the line items necessary for each campaign from five to one, freeing up internal resources previously devoted to monitoring pacing and performance for the extra line items.



The Result

Since DPG Media's successful migration to Monetize Ad Server, it has:

↑ **14%**

Launched three new ad products accounting for 14% of total revenue.

↑ **5x**

Consolidated campaign line items by 5x, improving efficiency and saving time.

“Xandr helped us diversify our portfolio with three new products that yielded us 14% of total revenue.”

Jelle Doornbos

Platform Manager, DPG Media

“Switching to Monetize Ad Server has afforded us a wide variety of ad serving and yield management tools. We now have more control, the flexibility to implement changes, and save time for our team overall.”

Anniek Swillens

Director of Technology, Yield & Service, DPG Media

“To shape and boost our digital advertising strategy we found a good fit with Xandr's Monetize Ad Server. The open nature of both the technology and collaboration allowed us to enhance our digital advertising products.”

Stefan Havik

General Manager DPG Network & CDO, DPG Media

