

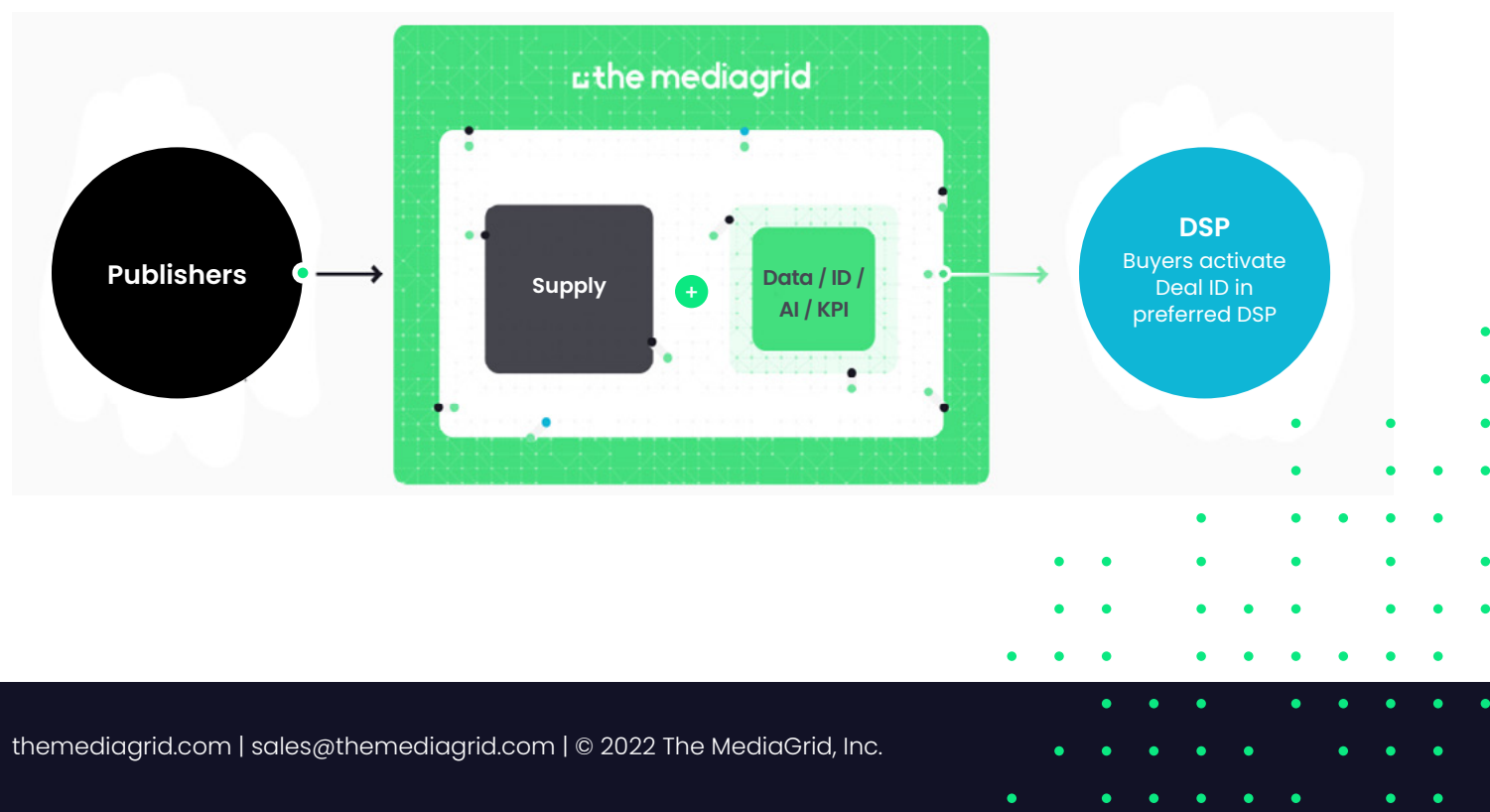
How Curated Demand Drove a 57% Lift in Revenue for CafeMedia Publishers

As the world's largest ad management service, CafeMedia is always looking for additional ways to help its more than 3,000 independent publishers and content creator partners grow their businesses and maximize success with onsite ads monetization.

For more than two years, CafeMedia has leveraged The MediaGrid as one of its SSP partners for sourcing open exchange demand from more than 20 top DSPs.

More recently, CafeMedia leveraged Curated Demand within The MediaGrid as a new source of advertising spend that could be funneled to its publisher partners.

Curation is a new source of programmatic demand, exclusive to The MediaGrid, where Curator partners are able to package and enrich supply with their own data, intelligence, performance goals, or other proprietary buying criteria or value-generating assets into deals that can be executed by buyers in any DSP.



Curators come in many shapes, including data-rich companies, identity solution providers, agency holding companies, AI and custom algorithm specialists, and publishers, just to name a few.

Despite their differences, these Curators share one goal: to get closer to supply and to make that inventory even more valuable to buy-side partners through enrichment or packaging that only they can unlock.

What that means for CafeMedia publishers: more bid activity, more revenue, and higher CPMs coming from demand sitting behind The MediaGrid.

57%

lift in ad spend
from The MediaGrid
with Curated Demand
turned on

36%

**of The MediaGrid
total ad spend**
coming from
Curated Demand

55%

higher eCPM
for Curated Demand vs
Open Exchange demand
from The MediaGrid

4.7x

higher bid rate
for Curated Demand vs
Open Exchange demand
from The MediaGrid

Source: Proprietary trading data comparing curated vs Open Exchange demand, Oct 2021 - Mar 2022

"Expanding into unique demand sources such as the ones that The MediaGrid offers is a valuable and necessary measure to differentiate offerings in the programmatic ecosystem, allowing for a more direct connection to our quality publisher suite and increased revenue to the advertising stack."

— Shobha Doshi, SVP Programmatic Strategy & Operations, CafeMedia

About CafeMedia

CafeMedia's mission is to build a creator-first future. We empower the world's best creators and independent publishers to grow thriving businesses for the long term. Under our CafeMedia and AdThrive brands, we manage digital advertising sales and technology and a growing number of services for more than 3,600 creators and independent publishers. We make it easy for them to focus on what they do best — produce great content.

Our passion and expertise have made us a leader in advertising and creator services. Today we rank as the seventh-largest digital property in the U.S. and #1 in Food, Home, and Lifestyle—with a reach of more than 185M monthly unique visitors in the U.S. alone.

For more information, please visit www.cafemedia.com or follow us on [LinkedIn](#) or [Twitter](#).

Connect with The MediaGrid.

To learn how you can take advantage of Curated Demand from The MediaGrid, please contact us at sales@themediagrid.com.

 **the mediagrid**