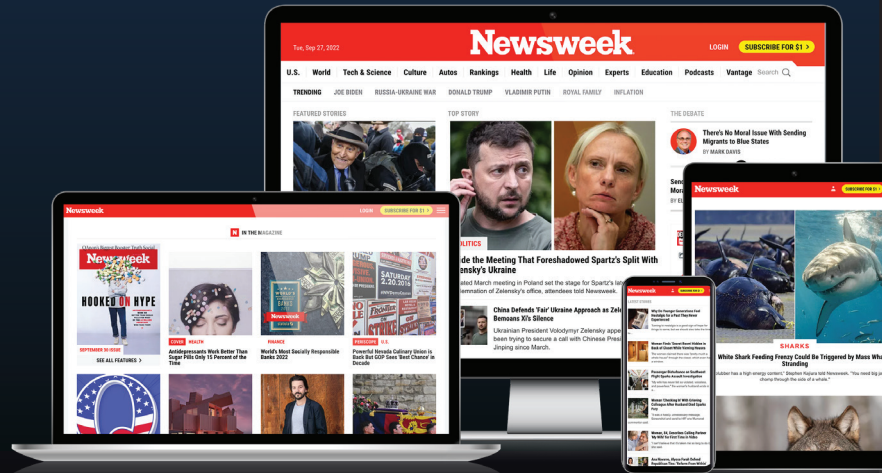




# HEADLINE WORTHY RESULTS FOR Newsweek



## INCREASED CPMS, RPMS & REVENUE

### THE CHALLENGE

Despite Newsweek’s brand recognition, trusted content, expanded distribution, and reach into households across the U.S, the media company could not maximize ad revenue due to unfilled space and low CPMs. Additionally, the cost of operating in-house digital advertising sales and operations added to considerable impact on profitability.

### THE SOLUTION

As a Certified Google Publishing Partner, the Frankly Media team utilized access to the newest advertising technologies and an extensive background and connections in direct and programmatic advertising to improve Newsweek’s visibility and optimize their in-house operations.

### THE RESULTS

Comparing first half of 2020 to first half of 2021:

**60%**

Increased RPMS

**107%**

Grew Digital Advertising Revenue

**14%**

Increased CPMS

**\$1 MILLION**

Reduced Annual Operating Costs

### SUCCESS NOTES

- Provided programmatic relationships originally unavailable to Newsweek.
- Improved visibility in specific environments positioning Newsweek above industry benchmarks for maximized revenue.
- Improved Newsweek’s programmatic margins by 15% in some cases for their programmatic marketplace business.
- Optimized target and floor CPMs to deliver maximum yield resulting in improved margins, RPMS, and revenue.

“ The Frankly Media team has worked collaboratively at each and every step of the way to improve our metrics across viewability, fill rates, and CPM/RPMS. They have the tools, team, and technology allowing us to scale our business with less risk, more flexibility, and without the need to develop new capabilities in-house. ”

- Dev Pragad, CEO of **Newsweek**