

AOL DRIVES 2X eCPM INCREASE FOR LOTUM

LOTUM GmbH prospers with suite of premium video products



Increase in average revenue since scaling Interstitial and implementing Video formats



Average increase in eCPMs

LOTUM'S GOALS

Building on the huge success of Germany's no.1 word game, we worked closely with LOTUM to deliver a strong advertising solution.

HOW AOL HELPED

Using first-class rich Interstitial and Video units to leverage high engagement rates with the publisher's target audience, LOTUM has capitalized momentarily on Premium Brand demand.

Mindful of user experience, we understood the need for an integrated and non-intrusive approach to carrying forth a solution in keeping with the quality content of LOTUM's properties.

With our first and third party data assets, LOTUM was delivered the most precise audience and cross-screen targeting solutions to ensure the right users at the right time were being reached.

With access to incremental consummate CPM demand, LOTUM was granted with competitive pricing points, driving significantly higher eCPMs and ultimately revenue.

