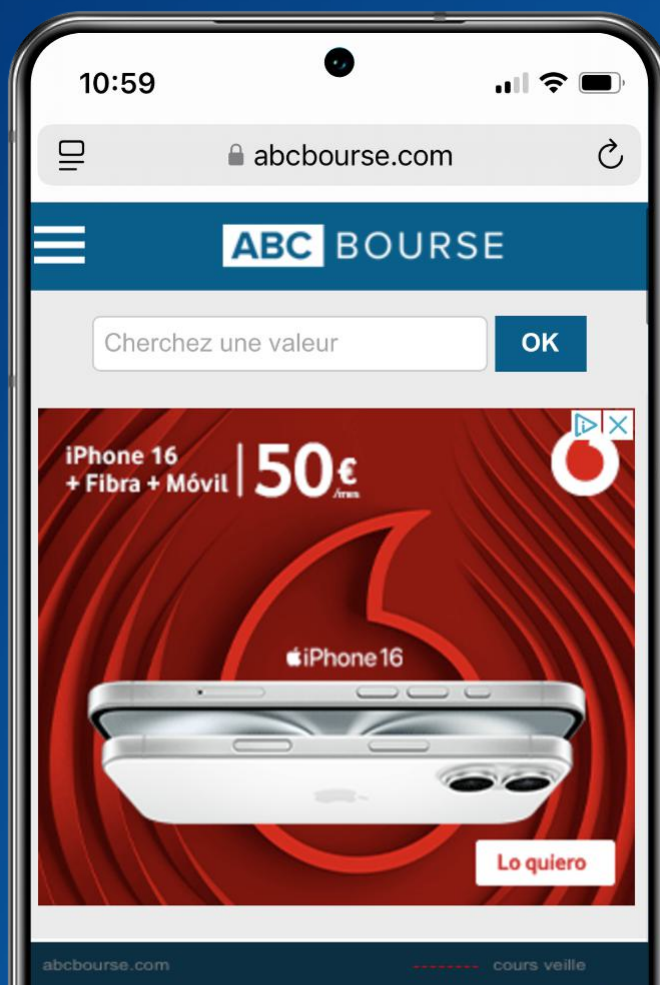


# ABC BOURSE Sees 10% Growth in Revenue with Opti Digital Over One Year

## Case Study



# About ABC BOURSE

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ABC BOURSE is one of the **leading financial information platforms in France**. This trusted website provides real-time stock market data, expert advice, and powerful tools to help investors succeed.

Every day, it delivers **in-depth analysis of the economy and finance**, along with a comprehensive encyclopedia on the stock market and financial markets.

With over **2 million monthly visits**, ABC BOURSE stands out as an essential resource for investors.

# The Challenge



Before partnering with Opti Digital, ABC BOURSE aimed to further optimize its advertising strategy and performance analysis. During a discussion with Florent Maitre, cofounder and president of Clubic and a long-standing Opti Digital client, they learned about our company and our cutting-edge technologies, particularly our advanced analytics platform. Impressed by **our ability to provide personalized support and valuable insights through real-time data**, ABC BOURSE chose to trust us to **maximize their advertising revenue while refining their overall strategy**.

We have been collaborating with ABC BOURSE since November 2023, utilizing our advertising technology through our **lightweight and high-performance cloud-wrapper Prebid**.

Thanks to our regular optimizations and careful monitoring, ABC BOURSE has seen excellent results from the start of our partnership, including a **10% increase in their programmatic revenue and an average viewability rate of 71.5%**.

We maintain weekly contact with their team and hold monthly meetings to analyze performance, share test results, and adjust the advertising strategy.

With our advanced analytics platform, ABC BOURSE has a **detailed view of its KPIs**, allowing us to make informed decisions in real-time to **maximize their revenue**.

**Our  
Solution**

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# Results



**Additional  
Revenue**



**eCPM  
Growth**



**Average  
Viewability  
Rate**



**Optimized  
Monthly  
Impressions**

After more than 25 years of experience in web publishing and numerous collaboration attempts, Opti Digital is the first company I've encountered that has made technical optimization one of its cornerstones, ensuring optimal results. This advantage is also evident in their reporting, which includes a comprehensive dashboard with numerous filtering tools to measure performance by format and almost page by page.

**Rodolphe Vialles**  
**Founder of ABC Bourse**



# About Opti Digital

Opti Digital, a leader in AdTech, develops cutting-edge solutions powered by artificial intelligence to help online media publishers maximize their advertising revenue. Our **comprehensive monetization platform automatically manages advertising inventory to optimize revenue without compromising site performance**. Opti Digital stands out with its **ultralight ad stack and simplified integration via a single tag**. Our advanced AI technology enables publishers to optimize their revenue in real-time, with **complete transparency provided through a comprehensive analytical dashboard**. This includes real-time audience data and revenue by URL and source.

Opti Digital works with international publishers across EMEA and North America and is committed to delivering **cutting-edge, cookieless, and eco-friendly solutions**. Our approach ensures that our clients stay at the forefront of the market while preserving and optimizing the user experience.

[Contact us](#)

