



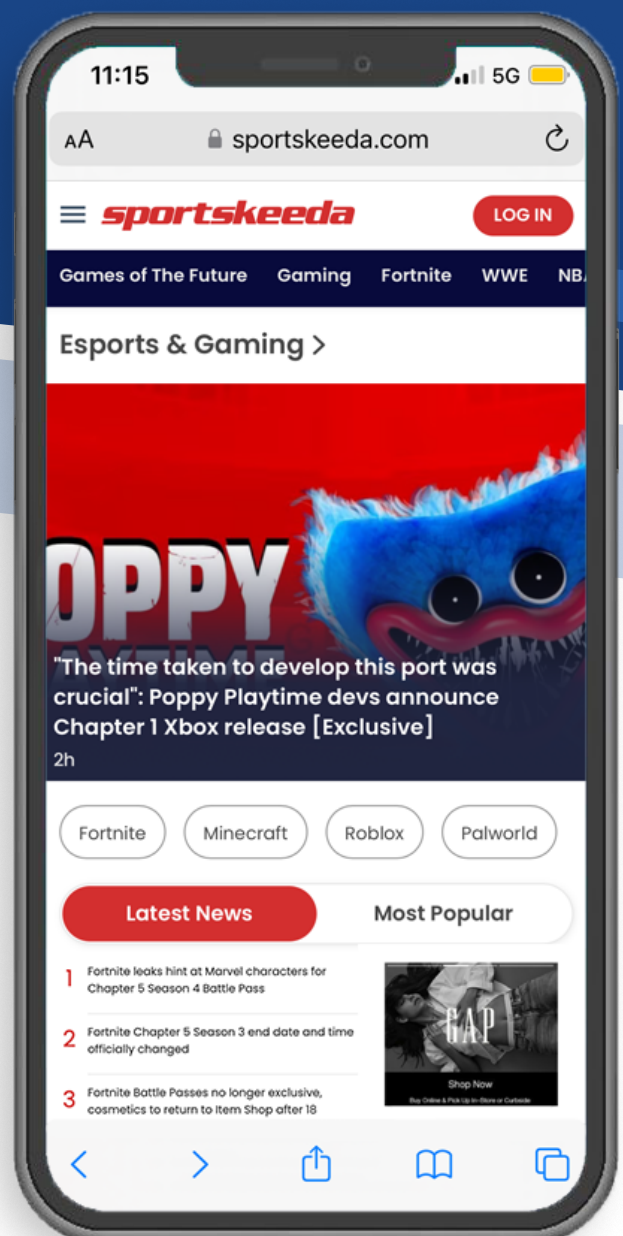
Opti Engage ranks among the top 3 bidders in Sportskeeda websites.

CASE STUDY

August 2024

Spain

sportskeeda



ABOUT SPORTSKEEDA

Established in 2009, Sportskeeda is a global sports content platform that covers the world's biggest sports and esports subjects and serves over 80 million fans every month.

THE CHALLENGE

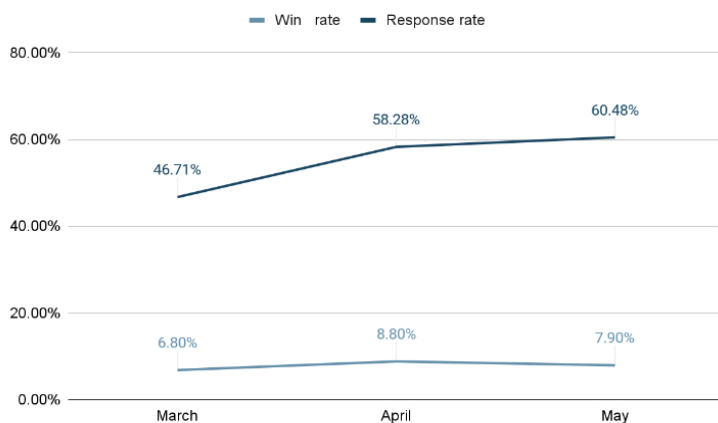
Despite having an already mature and high-performing ad stack, Sportskeeda aimed to explore new revenue growth opportunities while preserving its audience experience. Opti Engage, with its innovative format that ensures a competitive user experience and delivers higher results, naturally convinced them to implement it.

RESULTS

Averages from March - May:

Win Rate - 7.9%

Response Rate - 55.27%



Opti Digital provides a distinctive solution that considers both our cookieless and UX challenges while boosting CPMs. Opti Digital's bidder is among the top 3 in revenue generation and performs exceptionally well with the sticky bottom ad unit.

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Avinash Srivastav

Ad Operations & Programmatic Advertising
Senior Manager at Sportskeeda

OUR SOLUTION

To help Sportskeeda take up this challenge, we integrated Opti Engage in March 2024 on ad units with high levels of user attention, such as sticky placements (or anchors), for its North America and Western Europe inventories.

Shortly after our integration, Opti Engage delivered outstanding results, quickly ranking in the 3rd position in Prebid. By displaying every impression in the user's viewport in a story-like format, the solution increases the CPMs and guarantees highest viewability rates to attract premium advertisers campaigns.

ABOUT OPTI ENGAGE

Opti Engage is an engaging story-like ad format that maximizes the revenue from every ad placement.

Compatible with Prebid, Opti Engage enhances monetization on IAB ad units already present in the media, even without third-party cookies. Thanks to its high viewability, high CPMs and proven effectiveness among more than 1,700 partners, this innovative technology has established itself among the leading bidder adapters on the market.