



CASE STUDY

JUNE 2025

El Plural

Increases its Advertising
Revenue by 51% with
Opti Digital



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EL PLURAL

El Plural, the independent digital media outlet and a powerhouse in Spain, was founded in 2005. It features a progressive editorial line aimed at an engaged audience interested in the country's political, social, and cultural current affairs.



It covers a wide range of topics, from current political and economic affairs to social, environmental, and equality issues, with a critical and independent approach.

Over the years, El Plural has strengthened its position as a leader in the Spanish digital media ecosystem, reaching 5.5 million unique monthly users in 2020 thanks to an editorial strategy based on analysis, opinion, and verified information



In the face of a programmatic, fragmented, and competitive market, **El Plural** faced the challenge of maximizing its advertising revenue without compromising editorial quality or the user experience.

That's why they needed a solution that integrated multiple SSPs, Prebid technology, and tools to improve loading speed and Core Web Vitals.

In addition, they wanted to gain operational autonomy in order to quickly respond to market changes, test new strategies, and make data-driven decisions.



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THE SOLUTION

The solution chosen by **El Plural** was Ad Manager Hub by Opti Digital, an ad wrapper that stood out during the selection process for its advanced features as well as its excellent technical support. This support proved invaluable both during the implementation process and in the ongoing follow-up, thanks to its professionalism and ability to adapt to **El Plural's** specific needs.

With Ad Manager Hub, El Plural has increased its agility and autonomy thanks to an intuitive, user-friendly platform that optimizes both direct campaigns and deals, as well as programmatic advertising.

Among the main advantages are the seamless integration with El Plural's usual SSPs and the inclusion of new partners within Ad Manager Hub, **leading to a 51% increase in advertising revenue and a 13% boost in fill rate.**

In addition to the revenue growth driven by higher-quality demand and greater bidding competition, El Plural also improved its Core Web Vitals scores thanks to an ultra-light advertising stack that enhances ad loading speed.



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THE SOLUTION

Furthermore, other features were implemented that positively impacted both revenue and user experience, such as:

- **Smart refresh and customizable lazy loading**, configurable based on various parameters like specific advertisers, line items, or ad units.
- **Automatic ad insertion** within editorial content.
- **Activation of original ad formats**, such as sticky ads, with advanced configuration options like user capping, size adjustments, and position settings.
- **Ad size customization** based on the ad unit.
- **Centralized price floor management** to ensure a coherent pricing strategy that encourages competition among bidders.
- **A/B testing** to allow for continuous, flexible experimentation and optimization.
- **Comprehensive analytics** that provide full, transparent visibility into both revenue performance and audience metrics.

With Ad Manager Hub, **El Plural** maximizes the profitability of its advertising revenue and optimizes ad inventory management, while also enhancing the user experience and the overall performance of its website.



Results

+155%

ROI

+51%

In ad revenue

+13%

Fill rate

2x

faster ad loading speed

Opti Digital is a highly intuitive platform that helps us operate with complete autonomy. Its agility in management and ease of use make a big difference in our day-to-day work. In addition, the detailed and comprehensive reports give us a real-time view of our inventory's performance, helping us make more informed strategic decisions.

Julio Palacios

Advertising Department in EIPlural.com



Opti Digital, the premium platform for digital publishers, leverages machine learning to maximize advertising revenue, offering a comprehensive monetization solution.

It acts as a layer over the publisher's ad server, managing ad inventory to optimize revenue without compromising site performance or user experience

Opti Digital stands out with an ultra-lightweight ad stack and simplified integration through a single on-page script. Combined with advanced AI technology and real-time analytics, providing insights into audience data, revenue by URL, or traffic source, it enables digital publishers to optimize their ad revenue from day one with full transparency.

More than 7,000 websites and apps worldwide use Opti Digital. In Spain, leading publishers such as **THE OBJECTIVE**, El Economista, Webedia, El Tiempo, El Plural, and El Nacional rely on **Opti Digital's** technology to enhance their ad revenue and user experience.



