



CASE STUDY

FEBRUARY 2025

THE OBJECTIVE

Reaches 400% ROI with
with Opti Digital.



01 THE OBJECTIVE

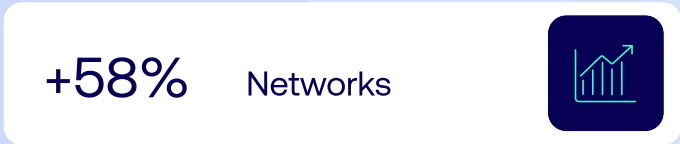
THE OBJECTIVE is an independent digital media, based in Madrid, with a nationwide focus.

THEOBJECTIVE

Founded in 2013, it has been the fastest growing media outlet in the country for the past two years. It stands out for having the youngest audience among generalist newspapers and a mostly female base.

With an average session duration of over six minutes and a strong presence on social media, **THE OBJECTIVE** demonstrates high engagement and influence. By offering open content without paywalls, it reinforces its dedication to free access to information and positive social impact.

THE OBJECTIVE closes 2024 with a strong increase in





As part of its strategy, **THE OBJECTIVE** needed a comprehensive solution that would not only improve the monetization of its programmatic advertising, but also optimize its internal processes.

It was looking for an agile and flexible platform that would allow it to recover its investment in the short term. **Opti Digital** stood out for its multiple advantages: monetization through Prebid increases the value of each bid and, therefore, of each impression. In addition, it allows access to new sources of revenue and advertisers, helping **THE OBJECTIVE** to diversify them.

Thanks to **Opti Digital**, **THE OBJECTIVE** has the autonomy and flexibility to manage its advertising inventory remotely without the need for technical expertise, covering both direct and programmatic campaigns.

The complementary demand provided by **Opti Digital** reinforces competitive bidding, maximizing revenue. In addition, **Opti Digital's** control panel facilitates real-time decision-making.



Since the summer of 2024, we have accompanied **THE OBJECTIVE** in overcoming its challenges through our intuitive platform for ad inventory management offering key functionalities:

Server-side header bidding, in-view and per-campaign ad refresh, dynamic insertion of specific positions within content... In addition, our platform offers a wide range of possibilities including: The creation of A/B tests, the adaptation to the existing tag map of the different ad blocks, reducing **Opti Digital's** integration and start-up time and the incorporation of additional bidders; Which allows publishers to maximize advertising potential and diversify revenues from day one.

Our solution not only ensures efficient and highly cost-effective management of ad inventory, but also boosts web performance by reducing ad load times and ensuring the visual stability of pages. This high loading speed differentiates **Opti Digital** from other providers in the market. This improves the user experience, which in turn strengthens SEO positioning, a crucial factor in attracting a more qualified audience.

Revenue Uplift

55%



CVW

40%





The benefits have far outweighed the cost of the platform. The 4x ROI makes it a highly profitable investment for **THE OBJECTIVE**.

I want to congratulate the **Opti Digital** team for their excellent work. With their platform they have achieved a solution that offers total control and transparency in inventory management, both for campaigns and direct deals as well as for open programmatic, in an agile and flexible way. Few platforms provide this level of security and autonomy, making it an essential tool for any publisher.

Juan Antonio Muñoz-Gallego

Programmatic and Data Director at THE OBJECTIVE

Results

400%

ROI

6 days

Saved in AdOps per month

76%

revenue increase from October
2024 to January 2025

2x

Faster ad loading speed



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.

THEOBJECTIVE

elEconomista.es

webedia.

eltiempo.es

elplural
PERIÓDICO DIGITAL REGISTRADO

EL NACIONAL

