



CASE STUDY

OPTI YIELD DYNAMIC PRICE FLOORING SOLUTION

orangeTM x  optidigital

ABOUT

Orange is one of the world's leading telecommunications operators with sales of 43.5 billion euros in 2022 and 136,000 employees worldwide at December 2022.

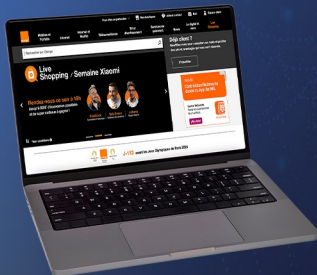
The Group has a total customer base of 287 million customers worldwide.



1st TelCo provider
in France

AD REVENUE

PERFORMANCE



FROM **10%** TO **30%**
REVENUE LIFT
DEPENDENT ON THE
DISPLAY AD UNITS



The price definition of an ad inventory depends on so many factors that we can hardly adapt floors to every situation. The Opti Yield solution captures custom first-party signals to predict the best floor. The technology has helped us price our ads dynamically, automatically adapting floors and resulting in significantly higher revenues.

orangeTM

*Nicolas Desgranges,
Digital Marketing Manager*





CONTACT US

Publishers, boost your ad revenue with the leading price flooring solution powered by AI.

Contact us at
hello@optidigital.com
to find out how.

