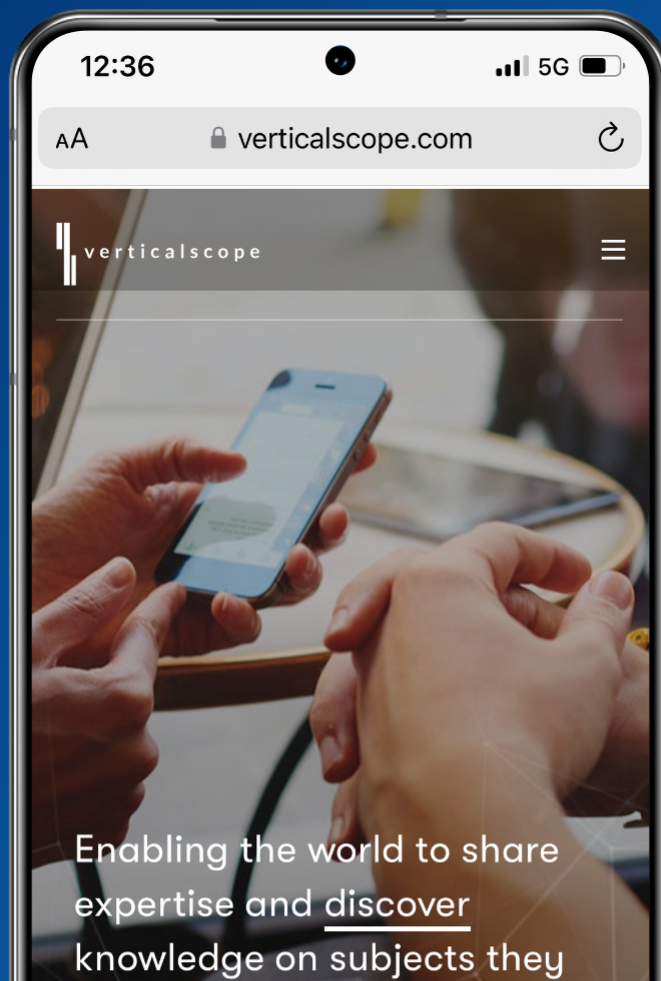


How VerticalScope Boosts Yield with Opti Digital's Dynamic Price Flooring technology

Case Study



About Vertical Scope



VerticalScope is a technology company that operates a cloud-based platform for online enthusiast communities in high-consumer spending categories. With expertise in SEO, internet marketing, and traffic acquisition, VerticalScope builds successful, targeted online networks. Their platform integrates community, content, and commerce.

Through targeted acquisitions and development, VerticalScope has amassed over 1,300 websites across various verticals, featuring more than 2.0 billion posts and over 120 million monthly active users.

The Challenge



Equipped with a sophisticated advertising stack powered by robust technologies, VerticalScope stands out in the AdTech sector. However, with a diverse portfolio of vertical websites across multiple geographies, **manually managing price floors at such a granular level was impossible.** Implementing Opti Digital's standalone dynamic price flooring technology has added significant value to VerticalScope by automating this process.

VerticalScope began collaborating with Opti Digital in September 2023. **Our dynamic floor pricing technology was smoothly integrated into their existing ad stack, with custom configurations for their diverse and global inventory.** This integration quickly improved their yield across North American inventory.

Powered by machine learning, the results of our price flooring technology are improving over time, increasing the yield without adding more ads on the website or connecting demand partners. It takes into account multiple real-time signals and the demand level to adjust floor prices automatically, calculating millions of price floor rules daily.

This ensures a revenue lift for publishers while fostering a more efficient and fair auction among all bidding partners. Opti Digital also offers full transparency, allowing publishers to track the performance of the technology directly within their Google Ad Manager account.

**Our
Solution**

Results



Over **half of VerticalScope's North American inventory optimized** with our dynamic price flooring technology.



5 million price floors rules calculated each day.



The integration of Opti Digital's dynamic price flooring technology has significantly enhanced VerticalScope's media outlet value, making the auction more efficient for our global inventory across all verticals and geographies.

Ezra Menaged

CEO at Hometalk, a company owned by VerticalScope.

About Opti Digital's floor pricing technology

Opti Digital is an AdTech company offering advanced AI-based solutions that help digital media publishers boost their advertising revenue. Our dynamic price flooring technology uses predictive and reactive machine learning models to optimize publishers' earnings. It implements the best pricing strategy in granular segments by considering over 27 signals, some of them captured in real time. These signals help determine the optimal minimum price at any given moment, adjusting it either up or down to maximize the value of your inventory.

Collaborating with global publishers across EMEA and North America such as Brainly, Sportskeeda, or Aditude, Opti Digital's innovations ensure they achieve the best possible financial outcomes from their digital ad inventory. We provide sustainable technologies, compatible in the cookieless environment, that empower publishers to overcome industry challenges while protecting and optimizing their user experience.

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