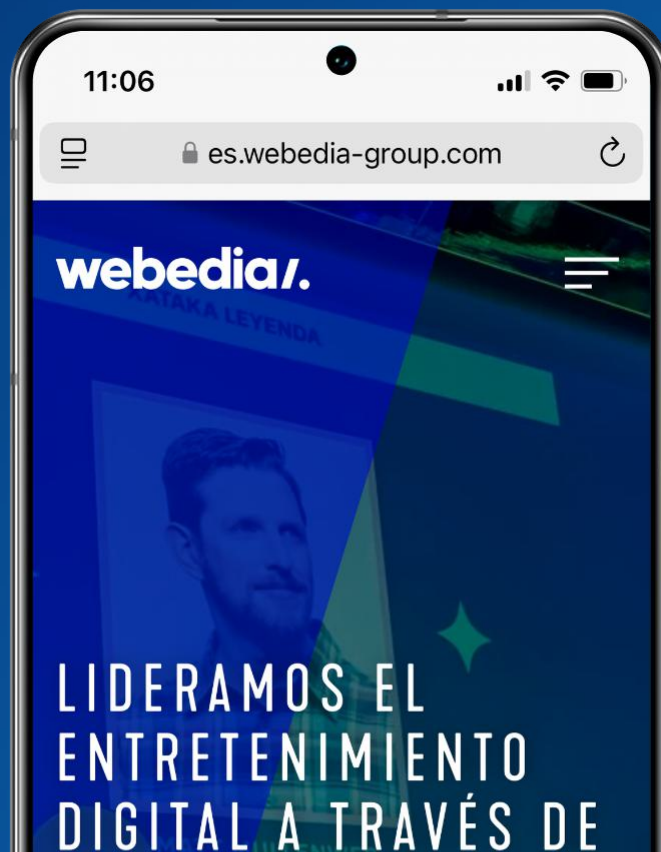


# Enhancing the Programmatic Performance of Webedia Spain with our Innovative Dynamic Format

## Case Study



# About Webedia Spain

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Webedia is the **leading digital entertainment group in Spain**. Since its creation in 2007, the group has been building an international network of media, talent agencies, events, creativity and audiovisual production services, always with a focus on **passion** and **innovation**.

Based in **12 countries**, Webedia connects with more than **290 million unique monthly users worldwide**. In Spain, it is positioned as a leading player in the most important topics in the world of entertainment with media such as **Xataka**, **3DJuegos**, **SensaCine** or **DAP**. It specializes in audiovisual innovation and the creation of experiences that connect with audiences through VIZZ, agency representing the largest network of talents in our country.

# The Challenge

Before collaborating with Opti Digital, Webedia wanted to **optimize the performance of its ad stack across all environments**, including **AMP (Accelerated Mobile Pages)**, due to the high volume of traffic it generates.

The solution sought needed to not only **improve its competitiveness** in the programmatic market but also **respect the user experience**, maintaining a balance between advertising effectiveness and user experience.



Opti Digital responded to Webedia's challenge with an innovative solution designed to maximize their programmatic revenue, implementing a **unique social display ad format**, similar to a story, that combines **creativity with high performance**. It **reduces ad overexposure** and **improves the performance of advertising campaigns**. The format is notable for its attractive design and ability to capture audience attention.

Thanks to its **compatibility with AMP**, this format integrated seamlessly into Webedia's strategy, achieving outstanding results. **Our bidder ranked 2nd and 3rd on Prebid**, leading to increased revenue for Webedia and reinforcing its competitive position in the programmatic market.

A key aspect of the collaboration has been the **precision and reliability of reporting**, along with **effective discrepancy management**, enabling publishers to gain a transparent and detailed view of their actual advertising revenue performance.

## Our Solution

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# Results



**bidders**  
on Prebid



**Response**  
Rate



**Win**  
Rate

“What we value most about Opti Digital, in addition to their innovative solutions, is their deep understanding of publishers. Their guidance has been crucial during the control meetings. Besides increasing our revenue, Opti Digital has proven to be highly robust and reliable in all integrations.”

**Iñaki García-Hoz, Head of Programmatic and AdOps at Webedia**

# About Opti Digital

Opti Digital offers **demand management technology** with an **attractive ad format**, similar to the story format on social platforms, designed to **maximize revenue from each ad**.

Compatible with Prebid, this technology **enhances monetization on IAB ad blocks** already present on websites and performs effectively across all environments, including AMP (Accelerated Mobile Pages).

With **high CPMs** and **proven effectiveness** across more than **1,700 publishers**, this innovative technology has become one of the leading bid adapters in the market.

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