



# LADbible Group Achieves +58% Lift in Daily Revenues Driven by Outbrain

**Vertical**

Publisher

**Objective**

Revenue

**Product**

Header Bidding

**Overview**

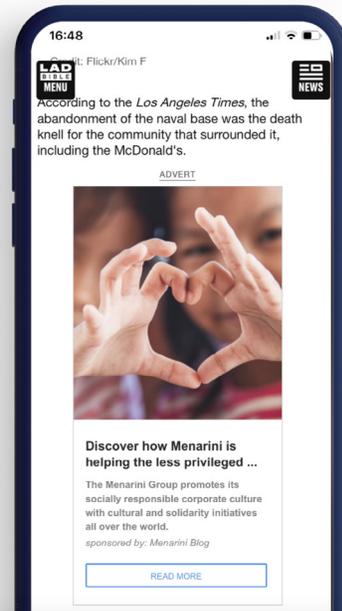
LADbible Group is one of the largest youth publishers in the world, being a voice and identity for a global audience approaching one billion. Renowned across the industry for impactful and perception-changing campaigns, the platform reaches 69 million monthly users across its five websites: LADbible, UNILAD, Tyla, SPORTbible and GAMINGbible. LADbible Group’s mission is to give the youth generation a voice by building communities that laugh, think and act.

Following successful code-on-page integrations with Outbrain, such as the deployment of Smartlogic to dynamically power organic and paid recommendations across webpages, LADbible Group sought to expand the relationship to also include monetization for its display inventory.

**Solution**

Due to Outbrain’s proven strengths in offering scale, reach, and flexibility via such code-on-page solutions, LADbible Group reached out to start an integration via Amazon Transparent Ad Marketplace (TAM) – a server-to-server Header Bidding technology that enables a direct programmatic connection between LADbible Group and Outbrain’s demand partners to monetize LADbible Group’s display inventory.

Leveraging proprietary technology, Outbrain converted global Native assets from its network of 20,000+ advertisers into banner ads served on LADbible Group’s display ad slots, via Amazon TAM.



**Results**

Over the first month of activating Outbrain’s Header Bidding via Amazon TAM, LADbible Group saw a 58% increase in Outbrain’s average daily revenue – and a peak increase of 127%.

**+58%**

In daily revenues driven by Outbrain

**+127%**

Peak increase in daily revenue



By adding Outbrain within our Amazon TAM integration we have been able to diversify and grow the existing partnership, while also increasing the overall yield of our display ad stack.”

– Sam Edmonds, Programmatic Manager at LADbible Group