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# CAPTURING CONSUMER ATTENTION WITH BETTER PUBLISHING PLATFORMS

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Speaker: Jonathan Hansen, Chief Operating Officer at Lineate

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# ABOUT LINEATE

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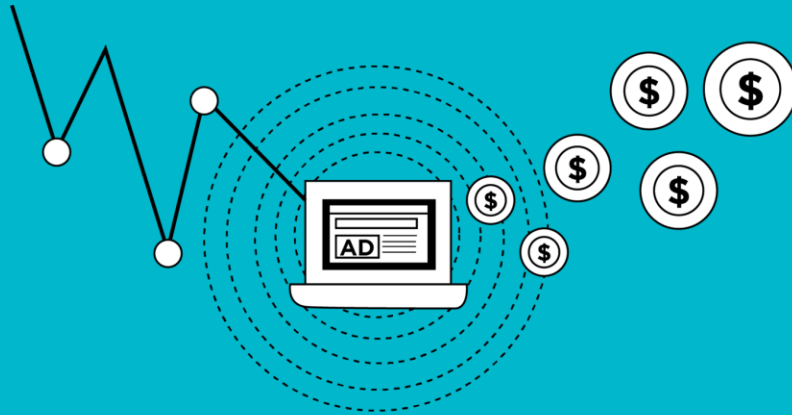
**Lineate** has 15 years of experience building platforms, apps, and websites capable of making complex data problems simple. We specialize in developing custom software for customers in AdTech, MarTech, Online Media/Publishing, and FinTech

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# THE CUSTOMER: 33ACROSS

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33Across connects publishers with Demand Side Platforms (DSPs) to programmatically get the best possible price for ad space and manage bidding for ads.



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BUT, 33ACROSS HAD A PROBLEM

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# LUCKILY, LINEATE HAD A SOLUTION

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- **Build** 33Across their own SSP
- **Turn** customer goal into concrete metrics
  - Gross margin
  - eCPM (the amount an advertiser pays a website per thousand visitors who see ads)
- **Collect** those metrics automatically
- **Report** on those metrics to the customer in real-time

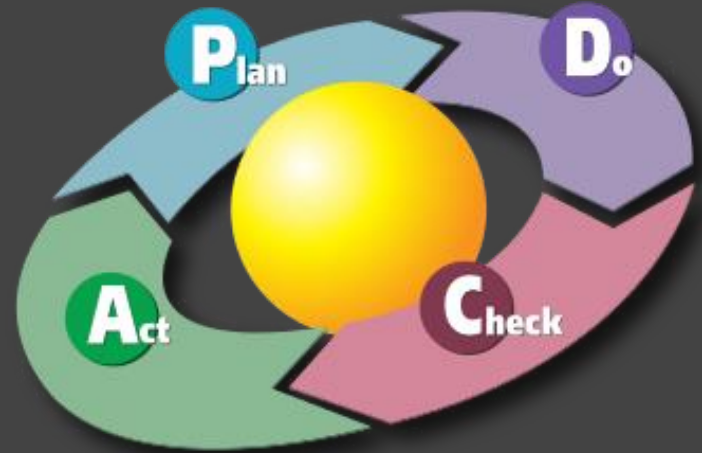
**And, last but not least....**

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# WE DELIVERED SOFTWARE ITERATIVELY

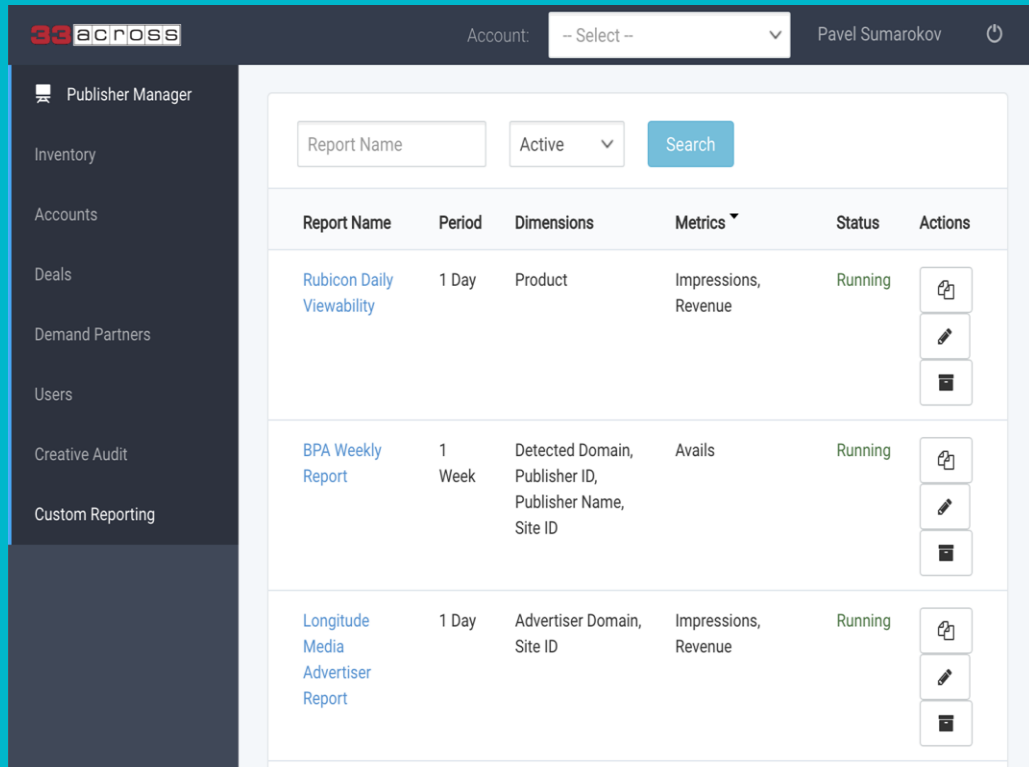
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- Allowed 33x & Lineate to validate whether their new SSP was performing well, and change aspects of it that were underperforming.
- Fought our native instinct as developers to wait until the end of the project to deliver a great SSP, to mitigate the risk of introducing bugs in production.












# THE RESULTS

- Delivered the SSP iteratively over 2 years
- Tracked results after every release in real-time and adapted the design of our SSP based on those results
- In the end:
  - **8% better margins** on ad placement sales compared to Google AdX, AppNexus, Criteo and other networks
  - **14% increase** in eCPM



The screenshot shows the 33across Publisher Manager interface. The top navigation bar includes the 33across logo, an account dropdown menu set to '- Select -', and the user name 'Pavel Sumarokov'. The left sidebar contains navigation options: Publisher Manager, Inventory, Accounts, Deals, Demand Partners, Users, Creative Audit, and Custom Reporting. The main content area features a search bar with 'Report Name' and 'Active' filters, and a 'Search' button. Below this is a table with the following data:

Report Name	Period	Dimensions	Metrics	Status	Actions
Rubicon Daily Viewability	1 Day	Product	Impressions, Revenue	Running	  
BPA Weekly Report	1 Week	Detected Domain, Publisher ID, Publisher Name, Site ID	Avails	Running	  
Longitude Media Advertiser Report	1 Day	Advertiser Domain, Site ID	Impressions, Revenue	Running	  

THANK YOU!