



# Lijit and AdMeld Partner to Boost Publisher Yield

## Summary

Lijit engaged with AdMeld to deliver a premier display advertising solution for mid- and long-tail publishers. Lijit has seen over 1,000% growth in 2010 while working within the AdMeld ecosystem, and simultaneously has helped AdMeld capture a larger market share.

## Needs

In March of 2010, Lijit approached AdMeld to put together a solution that helps mid- and long-tail publishers better monetize their sites. Lijit has a network of 15,000 sites spanning more than 90 million unique users per month. The company required access to hundreds of sources (ad networks, exchanges, DSPs) bidding on ad impressions within the Lijit Network. Lijit's specific requirements were to find a partner who could take on the company's high volume of ad impressions and a platform that could automatically adapt to fit their needs while protecting their brand image.

“ One of the things we've put a lot of work into is ensuring the platform isn't just a one-size-fits-all solution,” said Michael Barrett, CEO of AdMeld. “Each client has unique needs and models, and Lijit's publisher-centric model is distinctive in that they need to provide display ads to literally thousands of sites. Partnering with them to do that, and do it successfully, is something we're very proud of.”

## Solution

The companies agreed that the best way to begin working with AdMeld was via AdMeld's RTB platform, which gives Lijit the power to optimize ad performance for publishers in real-time. When Lijit signed with AdMeld in March of 2010, the company was running 1MM impressions through the AdMeld platform. As of December 2010 Lijit was running 255MM impressions.

## Results

AdMeld provides Lijit a scalable, transparent optimization solution that accommodates a massive amount of inventory through the new RTB models. The partnership enables Lijit to provide its mid- and long-tail publishers with access to higher fill rates and greater CPMs than they would otherwise be able to get on their own. Using first and third party data available through the AdMeld platform, Lijit is also able to provide management, support, and optimization for its publishers.

“ Like AdMeld, Lijit sees the world through a publishers' lens and our partnership is key to delivering a display advertising solution that provides the greatest return for our publishers,” said Manny Puentes, VP of Engineering at Lijit. “Working with AdMeld allows us to optimize ad performance in real-time so that we deliver the highest CPMs and greatest fill rates possible.”

## About Lijit Networks

By helping publishers engage and understand their readers, Lijit has created a trusted publisher network – including more than 15,000 sites, one billion page views per month, and 90 million unique visitors – that advertisers and brands leverage to build relationships with their target audience. Lijit's innovative site search and content discovery tools collect and report on reader intent, behavior, demographics, and other actionable insights. The data is used to build custom integrated advertising campaigns that leverage social media and authentic content to encourage interaction, increase brand awareness and deliver intent to purchase.

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