

Konduit Core Technology Drives Revenue Growth

How Konduit Delivered 132 Million Incremental Ad Starts

Snapshot

Supply chain complexities in the video advertising ecosystem cause fewer ad starts for publishers due to delays and failures in the ad load process. Konduit's Accelerate solution combats these challenges by drastically reducing breakage and accelerating the process.

For a single partner, Konduit's Accelerate solution generated over \$2 million in incremental revenue by increasing the number of ad starts by over 130 million in twelve months.

132 Million

Incremental Ad Starts

\$2.1 Million

Incremental Revenue

9 to 1

Return on Investment

The Challenge

Publishers want to maximize revenue and ensure high fill rates, but ad load delays and reduced ad starts are costing publishers.

Results Konduit's header bidding compatible, server side processor uses smart caching and advanced algorithms to deliver a low latency, high performing solution.



+20.4%

Fill Rate Improvement



- 800 ms

Start Time Improvement

Konduit improves start times and increases revenue using predictive analytics to pinpoint creative level opportunities. Thus, Konduit is able to reduce breakage in the publisher's ad stack and monetize previously lost opportunities.

About Konduit.me

Konduit.me designs innovative digital video solutions to make digital video more valuable. Providing easy-to-implement solutions and analytics, Konduit improves video advertising performance across platforms.