Disqus selects Polymorph for 66% increase in revenue year over year

DISQUS

- Founded in 2007
- Based in San Francisco, CA
- The leading commenting and discussion solution for websites and apps
- Integrated on 3+ million websites and apps
- Over 2 billion monthly unique visitors

"We have used Polymorph as our monetization platform for three years now and have not regretted our decision at all. We are continuously amazed at how both the product and our revenue continues to grow. We've been able to add new demand partners and revenue streams at a faster pace than we could have ever imagined."

- Nate Anthony, Head of Advertising Products

Challenge

In terms of unique visitors, Disqus has the same reach as Facebook. However, because of limited developer resources, Disqus knew it would take much longer for their team to build out a fully synonymous advertising stack for their affiliates and advertisers. Disqus looked for a third-party monetization platform that would not only connect millions of websites and apps to buyers, but also allow them to scale demand channels and revenue streams down the line.

Solution

Disqus partnered with Polymorph for the following:

- Support for both native and traditional display ad formats
- Whitelabel self-serve advertising platform for their network which includes thousands of publishers and advertisers
- Campaign management, channel management, and reporting for all of their demand which includes direct, network, and programmatic buyers
- Unified server-side auctions for indirect demand partners like exchanges, DSPs, and networks
- Predictive user analytics to boost clicks and revenue from CPC campaigns

Native ad format
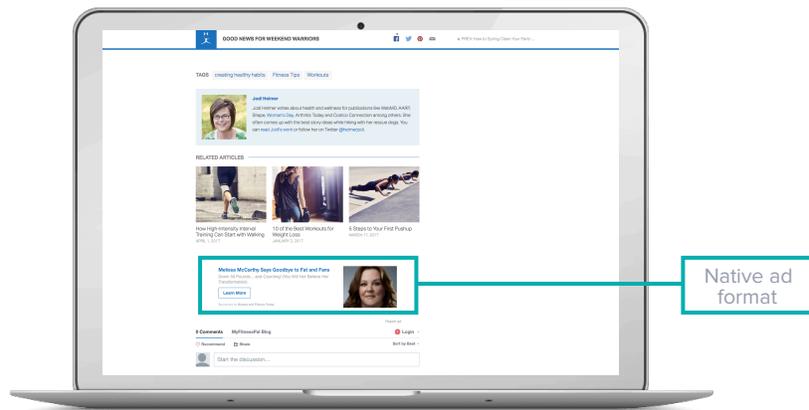
Results

After implementing Polymorph, Disqus saw the following results:

- 66% overall revenue growth year over year, from 2016 to 2017
- 50% of auctions won by partners with a server-side integration
- 12% boost in revenue for CPC campaigns

polymorph