

ImgFave Scales Revenue by 3x from Third-Party Demand with Polymorph



- Founded in 2009
- Headquartered in San Francisco, CA
- A platform to explore the best images online
- 3M+ unique visitors each month

Challenge

ImgFave implemented several ad placements on their site, such as Taboola native ads. The typical yield with this network was less than one dollar CPMs. ImgFave wanted to boost their CPMs by introducing programmatic demand. As DSPs buy native units programmatically, ImgFave sought a solution that would allow them to keep their existing revenue from Taboola, while earning higher CPMs from additional demand partners.

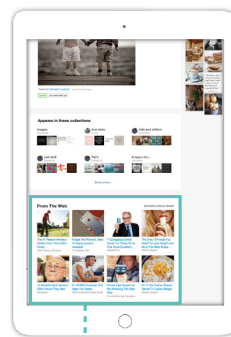
Solution

Polymorph allowed ImgFave to re-use an existing native unit located below their featured content. These end-of-post placements, traditionally filled 100% by Taboola, were added into Polymorph's marketplace. Integration was quick and easy to implement. ImgFave simply added a Polymorph JS tag onto their page and moved Taboola's scripts into the Polymorph Demand Manager.

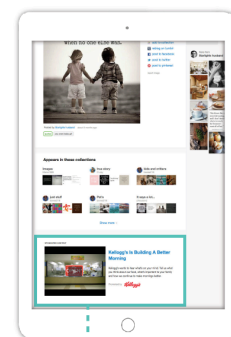
Live auctions were conducted to find real-time bids (RTB) from buyers who were willing to pay more than what Taboola yielded for the same inventory. The system then prioritized the demand sources based on the results to drive incremental revenue from other demand sources.

"Polymorph allows us to manage all of our native ad networks within one dashboard and optimizes priority automatically. As a small team, this enables us to spend more time on our product and less time messing with ad settings and worrying about missed revenue."

- Dave Ragland, Founder



Taboola Placement



Polymorph Placement

Results

A controlled experiment was conducted, measuring lift using three batches of impressions:

1. Taboola trafficked tags
2. Connatix trafficked tags
3. Impressions auctioned in the Polymorph marketplace

The impressions tested in the auction yielded 3x higher CPM throughout the launch period (September 2014 - December 2014).