DrudgeReport.com quadruples revenue with Criteo's Real-Time Audience targeting

The results

▲ +317%
Increase in spend
for the 300x250 unit

▲ +465%
Increase in total spend
within the first 30 days of
RTA going live

▲ +15%
Increase in
conversion rate

An Intermarkets-managed publisher, DrudgeReport.com is an iconic news and information site that serves as a source of breaking news for consumers, the media, and political and opinion leaders. According to the Pew Research Center, DrudgeReport.com drives more news traffic than Twitter or Facebook.

"With the incredible results we got with the 300X250 unit, we immediately expanded our buy to more URLs and more ad sizes — the change to RTA has transformed our performance on this site."

— Erik Requidan
Director of Sales at Intermarkets

The challenge

Criteo is a trusted publisher partner for performance advertising, with more than 6,000 clients worldwide, 70% with uncapped budgets. Criteo had been working with Intermarkets to monetize DrudgeReport.com for several years, spending conservatively in Q1 of 2014, unaware of a bigger opportunity. Just as Criteo is continually seeking ways to optimize advertiser performance, Intermarkets looks for opportunities to maximize monetization for the publishers it represents.

By switching from cookie targeting to Criteo Real-Time Audience (RTA) on DrudgeReport.com, both partners delivered.

The solution

This client switched 300x250 ad units from cookie targeting to Criteo Real-Time Audience in May of 2014. RTA provides a more effective way of buying inventory by calculating user value in real time, solving the problem of stale cookie pools. Conversion rate also increased by 15% as a result of the switch. This not only benefits Criteo advertisers, it also triggers the Criteo engine to shift more dollars towards the publisher to take advantage of the improved performance.

The resulting performance boost drove up average spend on DrudgeReport.com's 300x250 by over 300%.

RTA also allowed Criteo to buy mobile inventory more effectively by working with first-party cookies, therefore enabling spend on iOS devices.

The results

The shift to RTA resulted in huge ad performance and spend increases, leading DrudgeReport.com to open up more sizes and URLs to Criteo.

- Criteo average spend increased 317% for the 300x250 unit alone

- Criteo total spend increased 465% within the first 30 days of RTA going live

- From 2013 to 2014, DrudgeReport.com grew 11.2X faster than the Criteo network as a whole

See what Criteo RTA can do for your ad revenue...

Discover more proof that performance ads work at Criteo.com.

How RTA Works

By evaluating audiences in real time, RTA generates higher performance, which leads to stronger CPMs and volume across all devices and browsers.

1. Publishers deploy the RTA script across all pages
2. RTA script recognizes user (based on an advertiser's cookie)
3. The Criteo engine calculates user value in real time and qualified users are served a Criteo ad
4. The ad server calls Criteo to serve an ad in instances where Criteo confirms a key value
5. A dynamic, personalized Criteo ad renders on the publisher's site

criteo.