PUBLISHER SUCCESS

Scaling Jagran

RediAds helped Jagran improve bid rate, increase revenue efficiency, and drive stronger eCPM performance across web inventory.

+22%	+9.2%	+10%
BID RATE	REVENUE	ECPM

EXECUTIVE SUMMARY

Bid Rate	+22%
Revenue	+9.2%
eCPM	+10%

ABOUT PUBLISHER

Jagran is one of India's leading media groups with a strong digital footprint across web and mobile platforms. With millions of daily users across news, regional content, and vertical-specific properties, Jagran plays a significant role in India's digital media ecosystem. Its large-scale inventory and diverse audience base make programmatic monetization a key revenue driver, requiring continuous optimization of demand, pricing, and auction

THE CHALLENGE

Jagran aimed to improve monetization efficiency across its web inventory by increasing bid participation and optimizing revenue performance. While traffic volumes remained strong, there was a need to enhance bid rate, improve eCPM, and ensure better demand competition across auctions. The existing setup required more efficient demand sourcing and stronger bidder engagement to unlock higher value from available inventory.

THE SOLUTION

RediAds integrated RediAds Direct into Jagran's programmatic stack, enabling improved access to high-quality demand and optimizing auction participation. By increasing bidder engagement and improving demand competition, RediAds achieved a ~22% increase in bid rate, leading to stronger auction dynamics. The integration also helped refine pricing efficiency and maximize monetization across key ad placements.

THE RESULTS

+22% Bid Rate

+9.2% Revenue

+10% eCPM

Bid rate increased by 22%. Revenue increased by 9.2%. eCPM improved by 10%. Auction efficiency and demand competition improved across inventory. RediAds enabled Jagran to strengthen auction performance and unlock incremental revenue by improving bid participation and pricing efficiency across

By combining programmatic demand with curated supply-side optimization, RediAds enabled higher yield and stronger auctio