PUBLISHER SUCCESS

# Scaling Moneycontrol

RediAds helped Moneycontrol increase bid density, improve RPM, and unlock higher-value monetization across premium financial inventory.

**+30%** BID DENSITY

**Higher** DEMAND QUALITY

**Improved** ECPM

## EXECUTIVE SUMMARY

| | |
|---|---|
| Bid Density | +30% |
| Demand Quality | Higher |
| eCPM | Improved |

## ABOUT PUBLISHER

Moneycontrol is India's leading financial news and markets platform, catering to a highly engaged audience of investors, traders, and business professionals. With a strong presence across web and mobile, it serves as a key destination for real-time market updates, financial insights, and investment content in India. Given the premium nature of its audience, optimizing monetization and attracting high-quality demand is critical to maximizing

## THE CHALLENGE

Moneycontrol aimed to improve monetization efficiency across its premium inventory by increasing bid density and enhancing overall RPM. Despite strong demand potential, there was a need to unlock higher value from its financial audience by improving demand quality and increasing competition in auctions. The goal was to drive better pricing, higher participation from premium advertisers, and more efficient revenue generation.

## THE SOLUTION

RediAds integrated RediAds Direct into Moneycontrol's programmatic stack and enabled financial-focused curated packages tailored to high-intent audiences. By introducing premium demand aligned with financial segments, RediAds delivered a ~30% higher bid rate compared to other bidders, significantly improving auction competition. The curated approach ensured better demand quality and stronger alignment with advertiser objectives.

## THE RESULTS

**+30% Bid Density**
**Higher Demand Quality**
**Improved eCPM**

Bid density increased by 30%. Revenue grew across premium inventory. eCPM and pricing efficiency improved. Demand quality strengthened with more finance-focused advertiser participation. By combining programmatic demand with financial audience curation, RediAds helped Moneycontrol unlock



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