

**PUBLISHER SUCCESS**

# Scaling NBT

Unified demand strategy lifted fill rate and eCPM for Navbharat Times' Hindi digital inventory.

**+29%**

ECPM

**+36%**

FILL RATE

**+25%**

REVENUE

## EXECUTIVE SUMMARY

Fill rate

**88%**

eCPM

**78%**

## ABOUT PUBLISHER

Navbharat Times (NBT) is a Times Group property and one of India's oldest Hindi news brands with a growing digital audience.

## THE CHALLENGE

Fragmented demand sources and lack of unified ID strategy resulted in low fill rates and inconsistent yield across desktop and mobile web.

## THE SOLUTION

RediAds Direct for premium demand access, Prebid for auction pressure, and Identity SDK for cookieless addressability on Hindi-language pages.

## THE RESULTS

**+29% eCPM**

**+36% Fill Rate**

**+25% Revenue**

RediAds improved monetization performance and auction efficiency across premium inventory.

[www.rediads.com](http://www.rediads.com)

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