PUBLISHER SUCCESS

Scaling NBT

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

+29%	+36%	+25%
ECPM	FILL RATE	REVENUE

EXECUTIVE SUMMARY

eCPM	+29%
Fill Rate	+36%
Revenue	+25%

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.

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