PUBLISHER SUCCESS

Scaling News18

RediAds helped News18 increase bid density, improve RPM, and unlock more efficient monetization across web inventory.

+30%
BID DENSITY

+10%
REVENUE

Improved
AUCTION EFFICIENCY

EXECUTIVE SUMMARY

Bid Density	+30%
Revenue	+10%
Auction Efficiency	Improved

ABOUT PUBLISHER

News18 is one of India's largest digital news networks, reaching millions of users across web and mobile platforms. As one of the country's largest publishers, News18 operates at significant scale with high traffic volumes across diverse content categories including politics, business, entertainment, and regional news. With growing programmatic demand in the region, optimizing monetization efficiency and maximizing yield across inventory has become

THE CHALLENGE

News18 aimed to improve monetization performance across its web inventory by increasing bid density and enhancing overall RPM (revenue per mille). Despite strong traffic volumes, auction competition was not fully optimized, leading to missed revenue opportunities. The team also needed to improve efficiency in demand sourcing and ensure higher participation from premium bidders to drive better pricing and fill across inventory.

THE SOLUTION

RediAds partnered with News18 by integrating RediAds Direct through their existing programmatic setup and enabling curated demand packages. By introducing high-quality demand and optimizing auction participation, RediAds delivered a ~30% higher bid rate compared to other bidders, significantly improving competition within auctions. The curated packages further enhanced demand quality, ensuring more efficient monetization across key ad placements.

THE RESULTS

+30% Bid Density
+10% Revenue
Improved Auction Efficiency

Bid density increased by 30%. Revenue increased by 10%. Auction pressure improved across web inventory, creating stronger pricing efficiency and better monetization outcomes. By combining programmatic demand with curated supply-side optimization, RediAds enabled News18 to unlock incremental revenue

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