PUBLISHER SUCCESS

Scaling OLX

RediAds helped OLX improve fill rates, unlock PG and PMP demand, and drive stronger monetization efficiency across high-intent web inventory.

+70% FILL RATE

+25% REVENUE

Premium DEMAND ACCESS

EXECUTIVE SUMMARY

Fill Rate	+70%
Revenue	+25%
Demand Access	Premium

ABOUT PUBLISHER

OLX is one of the leading online marketplace platforms in India, connecting millions of buyers and sellers across categories such as automobiles, real estate, electronics, and jobs. With a highly engaged, high-intent user base, OLX generates significant web traffic and offers valuable inventory for advertisers. Given the transactional nature of its audience, optimizing access to premium demand sources is critical for maximizing monetization and improving overall

THE CHALLENGE

OLX faced limitations in accessing Programmatic Guaranteed (PG) and Private Marketplace (PMP) deals, restricting its ability to unlock premium demand for its inventory. This resulted in lower fill rates across certain placements and missed opportunities to monetize high-intent users effectively. The platform required a solution to improve demand quality, increase fill rates, and drive higher revenue efficiency across its web inventory.

THE SOLUTION

RediAds integrated RediAds Direct into OLX's monetization stack, enabling unified access to premium demand through PG and PMP deals. By activating curated deal-based demand via a tag-based setup, RediAds improved demand quality and ensured better alignment with high-intent inventory. This approach significantly enhanced bidder participation and unlocked higher-value demand sources.

THE RESULTS

+70% Fill Rate

+25% Revenue

Premium Demand Access

Fill rate increased by 70%. Revenue increased by 25% across web inventory. Premium PG and PMP demand access improved materially. High-intent inventory monetization became more efficient. By enabling unified access to PG and PMP demand, RediAds helped OLX significantly improve fill rates and unlock

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