PUBLISHER SUCCESS

Scaling Oneindia

RediAds helped Oneindia improve fill rates, unlock premium PG and PMP demand, and drive stronger monetization efficiency across large-scale web

Higher
FILL RATE

Uplift
REVENUE

Premium
DEMAND ACCESS

EXECUTIVE SUMMARY

Fill Rate	Higher
Revenue	Uplift
Demand Access	Premium

ABOUT PUBLISHER

Oneindia is a leading digital news and content platform in India, delivering news and information across multiple languages and regions. With a strong web presence and high-volume traffic, the platform caters to a diverse audience across categories such as politics, entertainment, business, and regional news. As a large-scale multilingual publisher, optimizing monetization efficiency and unlocking premium demand sources is critical to maximizing

THE CHALLENGE

Oneindia faced challenges in accessing premium Programmatic Guaranteed (PG) and Private Marketplace (PMP) demand, limiting its ability to fully monetize high-quality inventory. Certain placements experienced lower fill rates, and there was a need to improve overall revenue efficiency. The platform required better access to high-value demand and improved auction competition to maximize yield across its web inventory.

THE SOLUTION

RediAds integrated RediAds Direct into Oneindia's monetization stack, enabling unified access to premium demand sources. By activating PG and PMP deals and improving demand participation, RediAds enhanced auction competition and pricing efficiency. This approach ensured better alignment between inventory and advertiser demand, unlocking higher-value monetization opportunities.

THE RESULTS

Higher Fill Rate
Uplift Revenue
Premium Demand Access

Fill rates improved across inventory. Revenue increased through stronger premium demand access. Participation from PG and PMP demand sources expanded. Pricing efficiency and auction performance improved across the monetization stack.

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