



How Stampen Media is maximising programmatic display revenue

Programmatic revenue since 2016

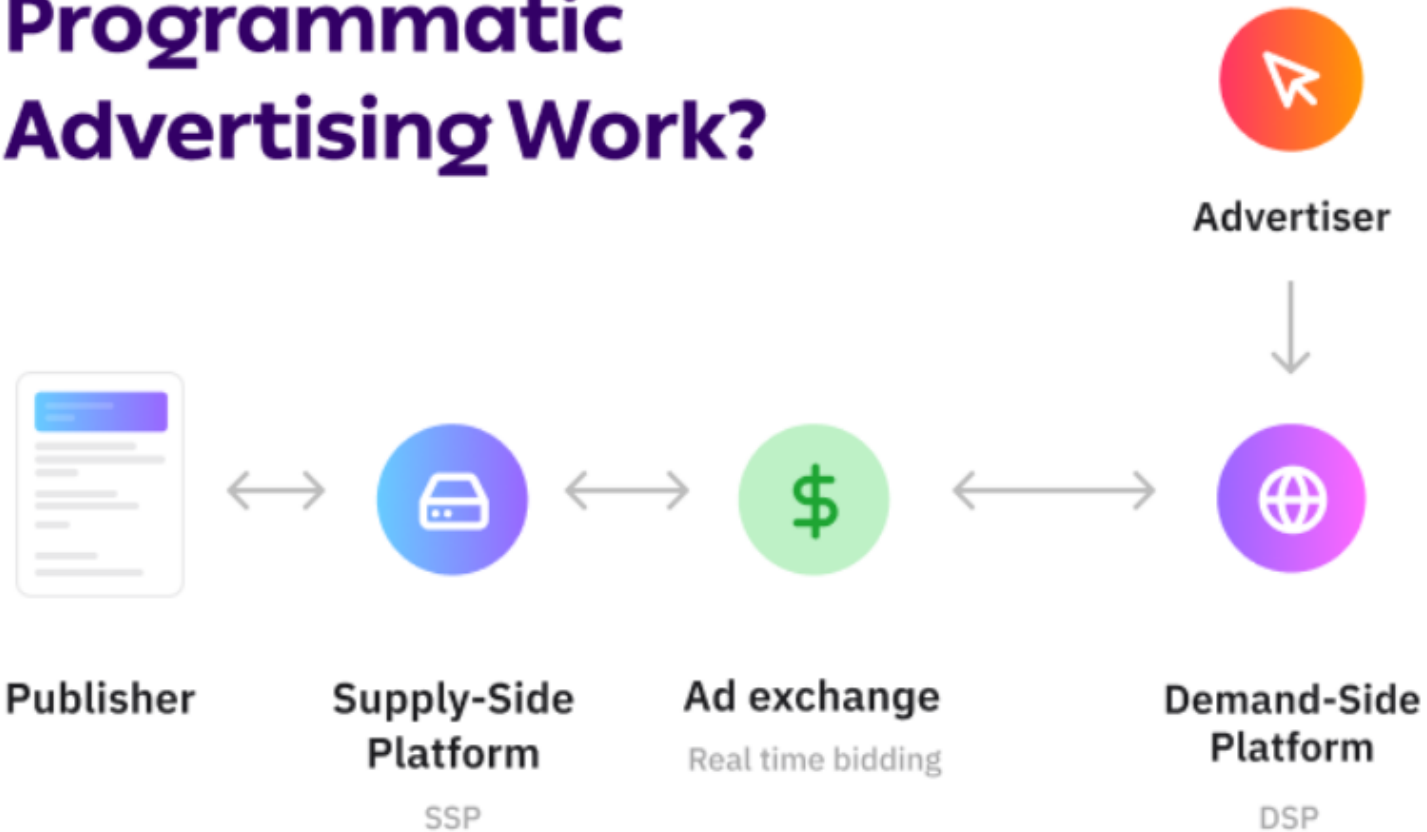


Three most important factors

- Server-side header bidding, which makes it possible to add more demand
- A solution to combine more ads with a retained user experience and high viewability
- Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business

HOW DOES

Programmatic Advertising Work?



Waterfall Auction

\$2.10
Floor Price

Request →

BID \$1.70	PARTNER 1 Below floor
BID \$2.15	PARTNER 2 Winning bid
BID \$2.50	PARTNER 3 Not called
BID \$2.30	PARTNER 4 Not called

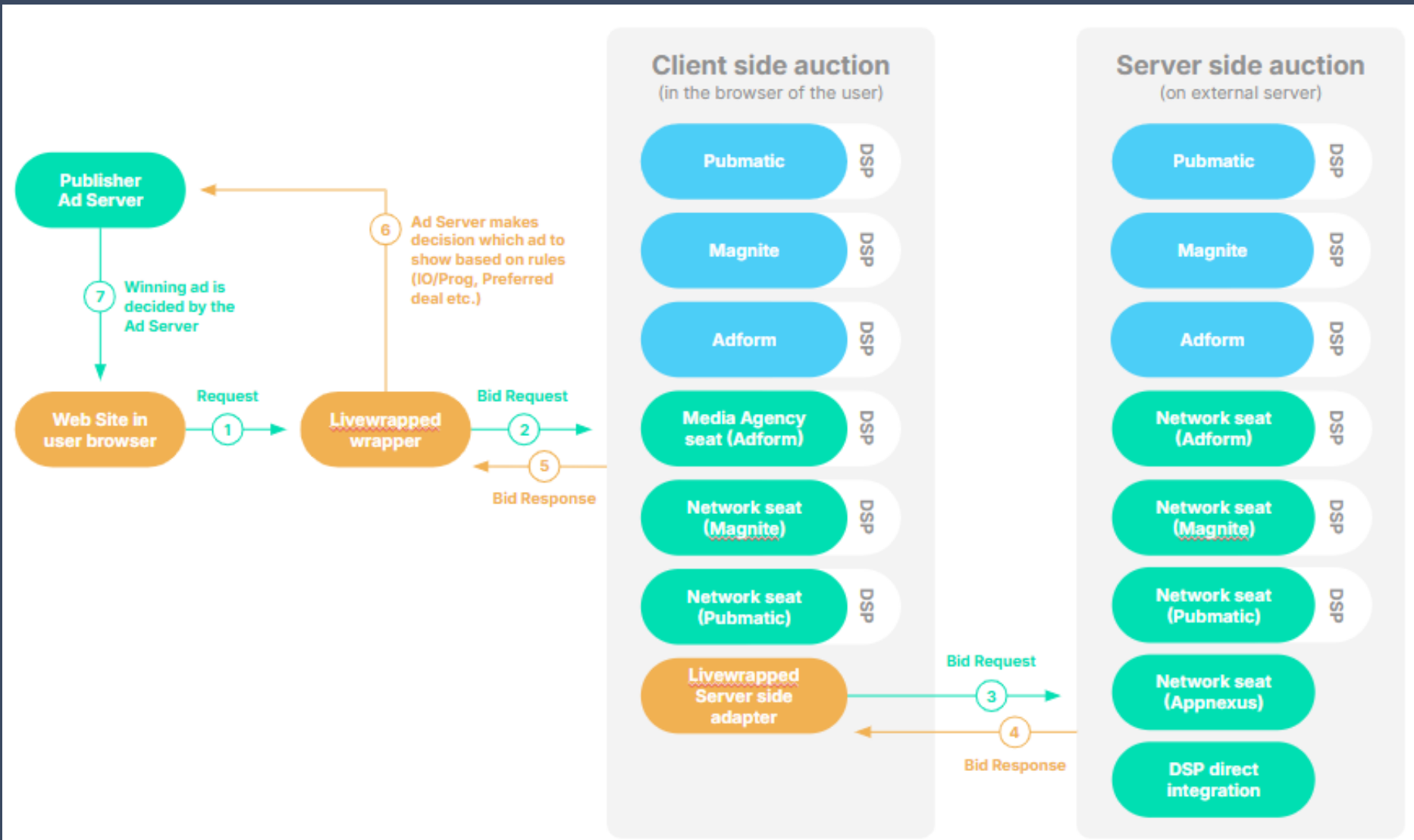
VS

Header Bidding

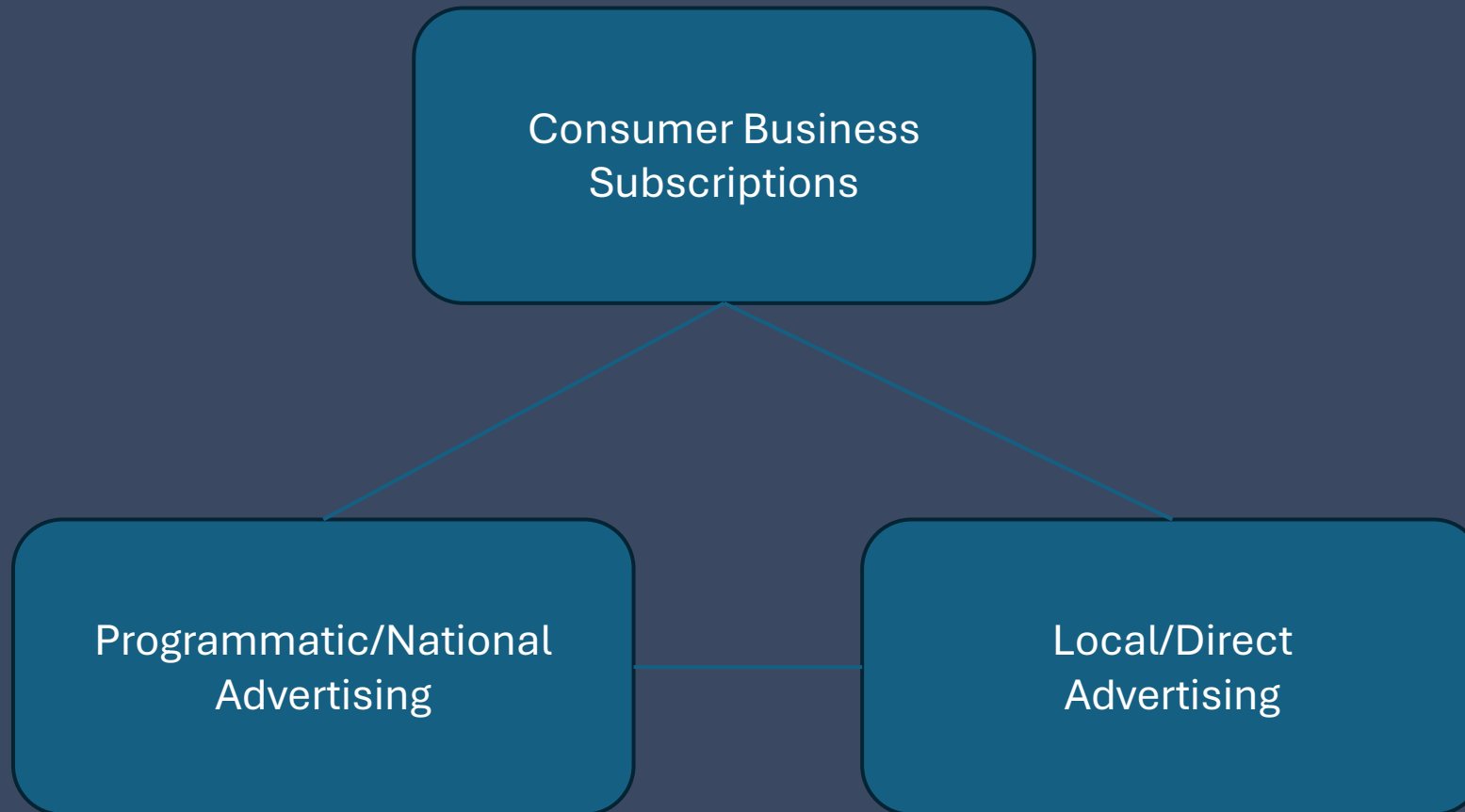
\$2.10
Floor Price

Request →

BID \$1.70	PARTNER 1 Below floor
BID \$2.15	PARTNER 2 Losing bid
BID \$2.50	PARTNER 3 Winning bid
BID \$2.30	PARTNER 4 Losing bid



Three different businesses

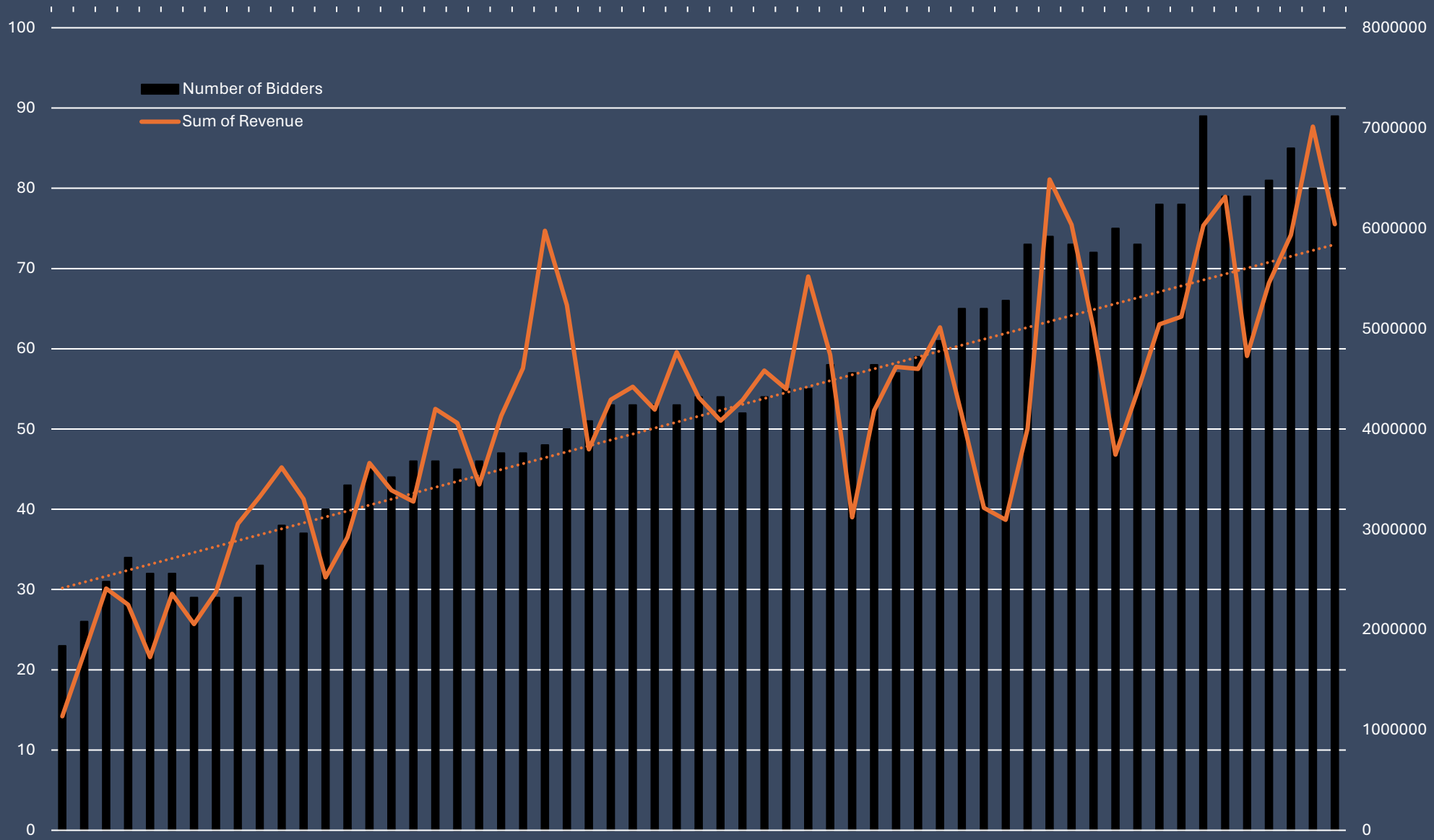


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More demand increases price

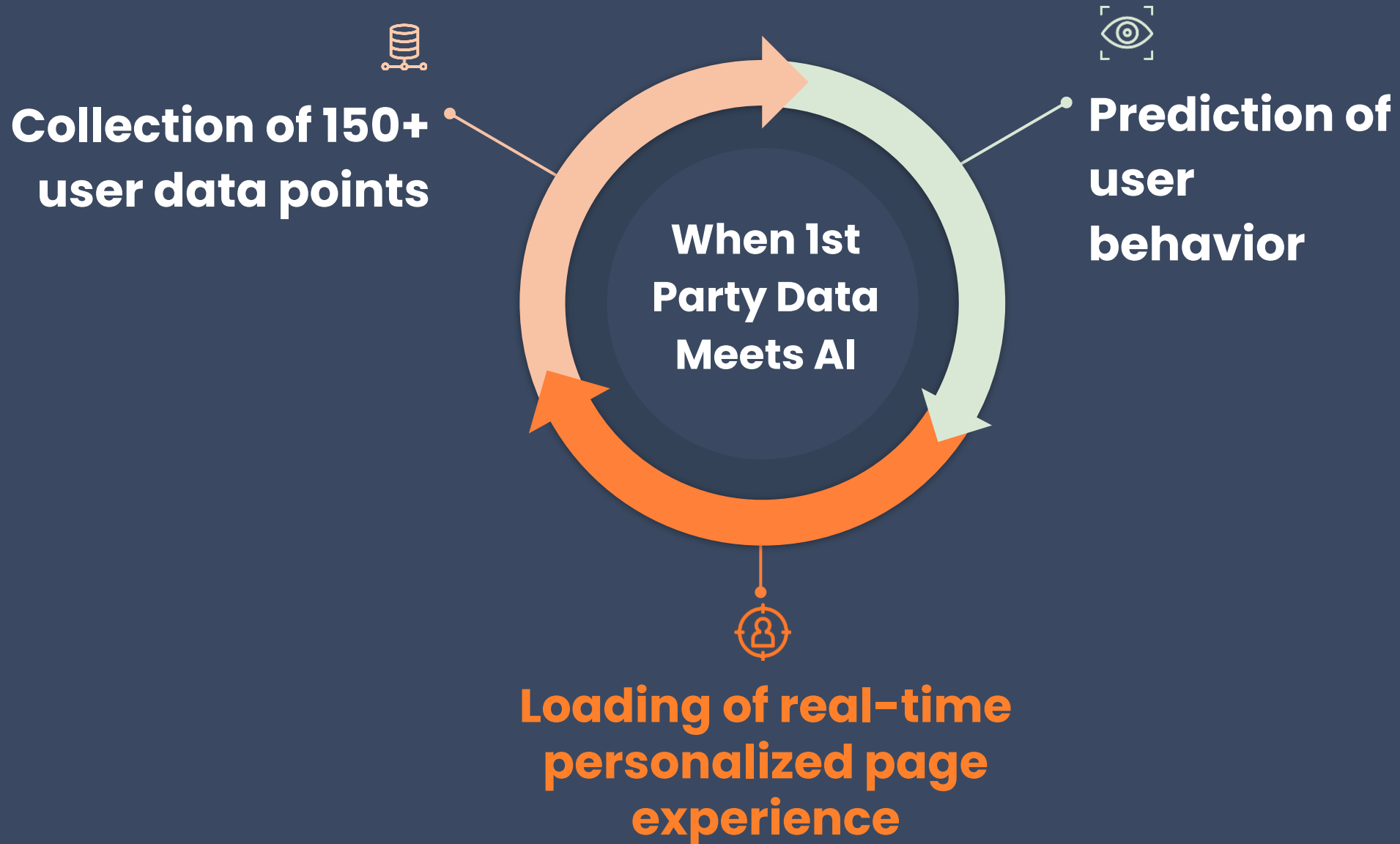




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AI-driven ad inventory



AI-driven ad inventory - Examples

Fast scroller

Reducing food waste is good for the planet and your wallet. Here's how to do it more effectively

By Nancy Greenlee, CNN

Updated 2:24 PM GMT+07:00 September 14, 2023

There's a lot to be said about reducing food waste, but the biggest win is the quality of the product and your wallet, not when it comes to food.

Sign up for CNN's Eat, But Better, Mediterranean Style. Our eight-part guide shows you a delicious expert-backed eating lifestyle that will boost your health for life.

CNN — The statistics are sobering. In the United States, we generate approximately 20 million tons of food waste every year, and as individual families, we waste about 30 percent of the food we buy. For the average four-person household with a monthly food budget of \$1000, that's like throwing \$300 straight into the garbage every month.

It's not just our personal budgets that are affected by food waste, either — it contributes to the ongoing climate crisis as well. The yearly amount of water and energy wasted from uneaten food in America every year would be enough to power 50 million homes, and the amount of greenhouse gases produced from food waste was equivalent to the carbon dioxide emissions of 42 coal-fired power plants, according to a 2021 report from the U.S. Environmental Protection Agency.

Related Article: Study finds potential link between daily multivitamin and improved cognition in older adults.

At home, the core issue is that we buy too much food and then we throw so much out because of spoilage, perceived spoilage, the ingredients "do not match food preferences" or we can't prepare them, according to a 2020 report from the National Academies of Sciences, Engineering and Medicine.

It's true that there are far more factors that contribute to waste within the food system than just our consumer behavior. "It's so much bigger than a consumer problem," said Pamela Koch, associate professor of nutrition education at Teachers College, Columbia University.

But that doesn't mean our personal efforts can't still have an impact. "There's so much that consumers can do," said Roni Neff, associate professor of environmental health and engineering at Johns Hopkins University's Bloomberg School of Public Health, and one of the co-authors of the National Academies report. The process starts with "recognizing what we're

Embrace meal planning and leftovers

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Social

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Slow internet

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Non-human

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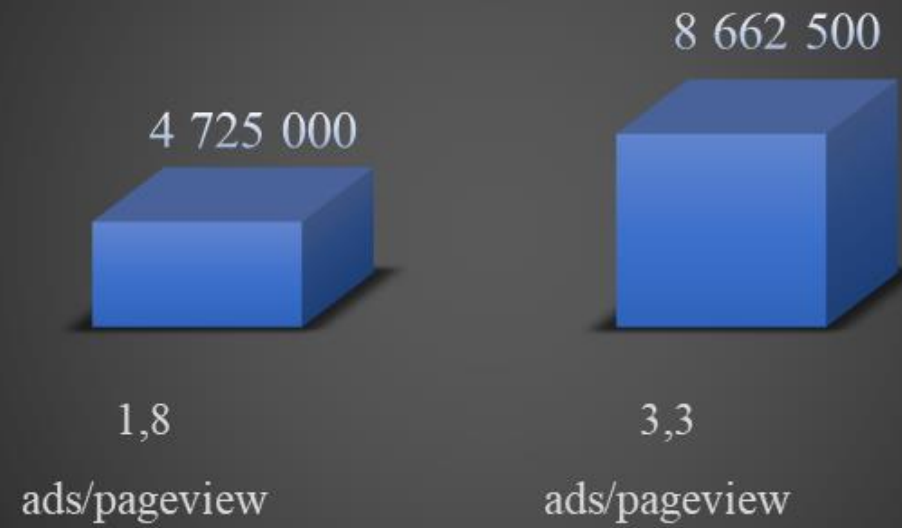
UX metrics – average scroll depth



UX metrics – average time on page



Revenue

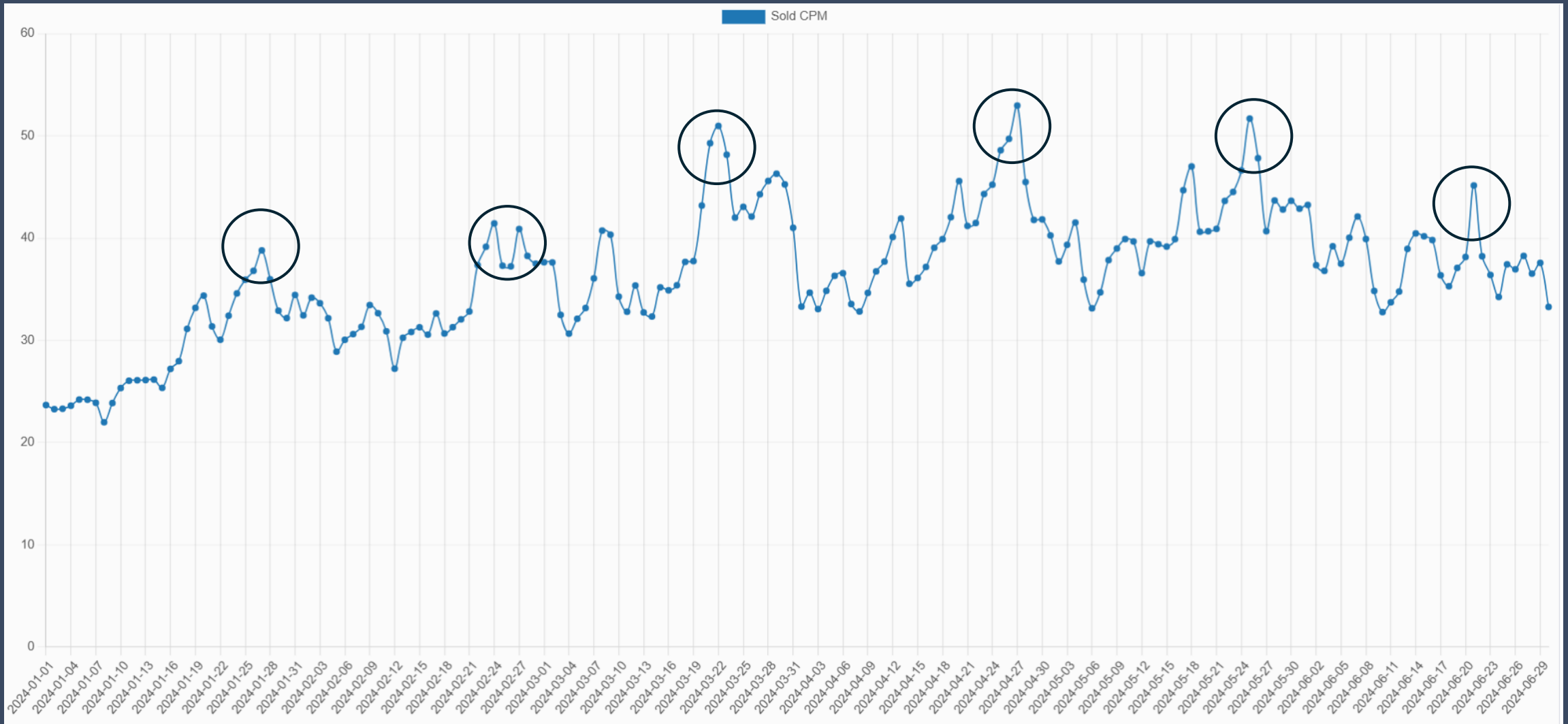


100 million pageviews, 75% fillrate, Sold CPM 35 SEK

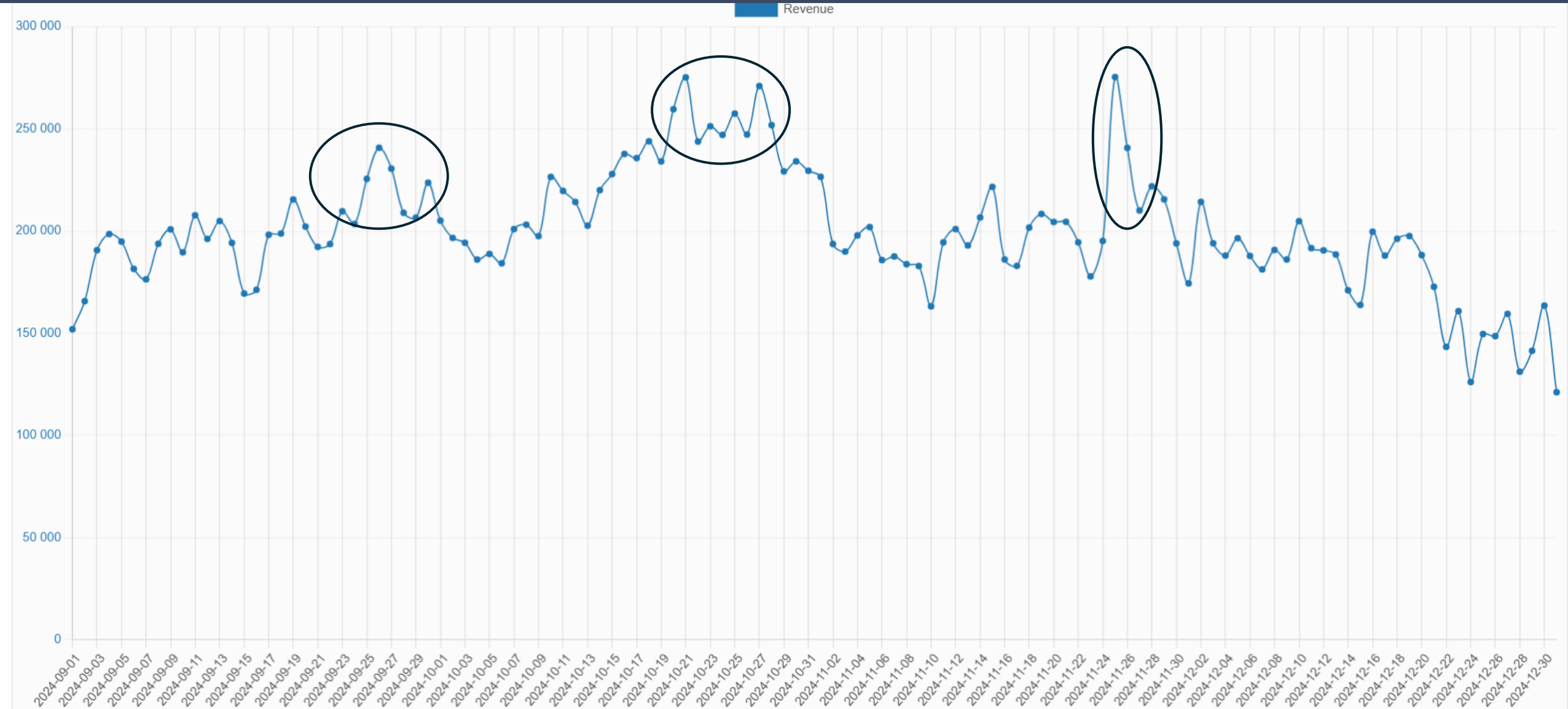
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Higher CPM 's around payments



More traffic and more revenue



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