

Publisher
Revenue
Delivered

Say Media uses Sovrn //Commerce Insert to Increase Performance 3.7X

Presented by Sovrn //Commerce

THE LANDSCAPE

Premium publishers rely on traditional display ads for ~90% of digital ad revenue, but the format is in decline. Readers ignore display ads and increasingly block them altogether. Publishers seeking a reader-friendly, high-conversion alternative have started turning to native advertising formats instead.

THE CUSTOMER: Say Media

Say media, a publishing platform designed to create, distribute, and monetize digital content, wanted to create a more seamless native ad experience for their community of passionate, engaged online users.

THE PARTNER: Sovrn //Commerce

Sovrn //Commerce teamed up with Say Media in 2017 to monetize Say Media's content using Sovrn //Commerce Convert, which monetizes organic product links automatically, without visible impact. Say Media began earning a new revenue stream from their existing editorial effort. Merchants received high-quality inbound traffic with strong intent to purchase.

THE PROBLEM

Despite an arsenal of influential content, many of Say Media's publishers' articles with product mentions lacked retail links altogether. These missed connections represented revenue opportunity that could only be unlocked by asking editors to change behavior before publication.

THE SOLUTION

Sovrn //Commerce developed Insert controls that gives publishers control over the exact terms that are linked and their destinations. Using Sovrn //Commerce's advanced Natural Language Processing tools, Say Media is able to identify, review, and approve the terms that are automatically linked across their sites. Inserted links are native to the content, smoothly aiding the reader's shopping after articles have been published. Together, Sovrn //Commerce and Say Media can ensure that each piece of content is at its highest revenue potential and recapture lost opportunity from unlinked product mentions.

THE RESULTS

Since its launch across multiple Say Media sites, Insert has become an integral part of Say Media's native ad strategy, yielding (through July 2018):

- + Native revenue improvement of more than 366%
- + Incremental RPM (revenue per thousand impressions) in excess of \$.25
- + EPC in excess of \$.11

Say Media uses Sovrn //Commerce across their properties —both new and old content— to yield substantial incremental revenue unobtrusively and completely complementary to their efforts in display.