How Kiplinger Increased Spend 3X Through Private Marketplace Deals

Kiplinger

Kiplinger is a leader in personal finance news and business forecasting. Serving a large, engaged audience of investment gurus and money managers, Kiplinger attracts 4.5 million unique visits and 30 million page views per month.

After surveying 100 top websites and their header bidding partners, Kiplinger decided to sign on with OpenX's header bidding solution. With help from a dedicated OpenX service team, Kiplinger successfully completed the header integration in less than a week.

> "OpenX was our first header bidder with high win rates, and we were very happy with CPMs."
>
> **Andy Nolen, Advertising Operations Director, Kiplinger**

After implementing header bidding, Kiplinger wanted to expand their monetization strategy by tackling Private Marketplaces (PMP). Previously, Kiplinger hadn't scaled their PMP business and wanted a partner who would bring in unique demand.

> "When we launched PMP, we were extremely happy with the results, with higher win rates and helping our overall eCPM."
>
> **Andy Nolen, Advertising Operations Director, Kiplinger**

Kiplinger signed on with OpenX Private Marketplaces, and quickly began seeing more spend on their inventory. Instantly scaling through Multi-publisher PMP deals as well as segmenting inventory for custom deals, Kiplinger saw higher CPMs and more unique buyers.

> "We're excited about the future of programmatic guaranteed, and we're testing with OpenX Real-time Guaranteed to create guaranteed deals at scale for our buyers."
>
> **Andy Nolen, Advertising Operations Director, Kiplinger**

Kiplinger and OpenX continue to work together to bring more of Kiplinger's valuable inventory to market, including audience data, content targeting, and seasonal packages.

Kiplinger is also one of OpenX's early Real-time Guaranteed partners, enabling revenue-guaranteed programmatic deals with buyers.

> "OpenX continuously outperforms others in our stack at scale and maintains a strong fill rate."
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> **Mike Roche, Advertising Operations Manager, Kiplinger**