

# WebAds Italy

WebAds Italy sees uplift in revenue and improves user experience by adopting Prebid Server Premium

## The Challenge

WebAds Italy was founded in 2003 and is a sales house that represents established publishers like teleborsa.it and transfermarkt.it

WebAds Italy was looking to diversify its demand sources and increase the number of buyers and clients they work with.

WebAds Italy started scouting the market looking for a solution that could centralize all Prebid results into one single interface. Additionally, they sought a partner who could offer them valuable insights and support their primary goal of increasing monetization without weighing down their IT team's shoulders.

## The Solution

WebAds Italy and Xandr have been partnering for 10+ years in the open market, deals and direct sold campaign monetization. It was an obvious choice to collaborate on this project.

WebAds Italy decided to add **Prebid Server Premium** to their monetization workflow leveraging Prebid.js.

Prebid Server Premium provided an easy-to-use UI and access to 100+ SSP partners.

The implementation was seamless thanks to Xandr's solution consultant team who played a key role in implementing third-party SSPs for WebAds Italy.

“Prebid Server Premium allowed us to maximize the monetisation of our properties and we are already very pleased to see the benefits that the solution is having on our revenues. The Xandr team has been a great partner to support the implementation and the solution was flexible and easy to set up.”

**DANILO CALVARES**

Programmatic Manager

## The Results

11%

Incremental Uplift in Revenues

Reduced Time to Market with an easy implementation



Centralized Control Center and easy to use UI