

Google AdX value

PTX1717

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Points addressed

- How the loss of AdX has impacted revenue KPIs
- How other bidders are responding to this
- What is the opportunity cost to pulling AdX

How much AdX demand is unique?

UK only - Display only - MOL only - data windows scaled up to monthly figures

	March	June
Impressions	525,000,000	487,000,000
AdX Unique Revenue	£77,000	£70,000
% of AdX Impressions	45%	55%
% of AdX Revenue	18%	22%

May-19 removed due to HP violations skewing (lowering) data

This slide shows the amount of AdX demand where there was no other demand available, i.e. Prebid or Amazon keys did not populated

What happens when we replace current AdX impressions with the next best wrapper bid?

UK only - Display only - MOL only - data windows scaled up to monthly figures

	March	June
AdX Revenue	£343,000	£244,000
Wrapper Approximate Rev	£201,000	£134,000
Loss	£142,000	£110,000

May-19 removed due to HP violations skewing (lowering) data

Caveat - Amazon ~97% accurate due to unmapped bid prices

Considering increased shading after losing AdX auction pressure

Analysis from the HP comparing Prebid+a9 CPM between AdX live and AdX violation periods showed ~13% drop in CPM

Partner	Good	Violation	Delta
Amazon a9	£0.56	£0.39	-30%
Prebid	£0.34	£0.32	-8%
Delta	£0.38	£0.33	-13%

Big caveat: buyers are likely not optimising based on HP only (most likely domain) - if we exclude AdX from the entire domain the response will likely be stronger

MailOnline UK revenue at risk if we pull AdX

- Approximately 77K will be at risk monthly, because it's AdX unique revenue
- AdX is making approximately 142K more than we would have made with header bidding

At minimum, we believe that approximately **£219K monthly** would be at risk, due to AdX unique revenue and AdX paying more than other partners

If the Prebid and a9 buyers react in a similar way to the lack of AdX on the HP, this would be **~£355k/month**

There is also the risk that when AdX is absent from our domain the bid shading will be more aggressive

The £219k comes from assuming we lose the unique AdX demand and apply loss from substituting with wrapper prices for March

Total UK MOL web rev for March was £1,268k