

# Ranker uses Prebid video to generate incremental revenue.

## Ranker

### about Ranker

Ranker is a data-driven media company for crowdsourced rankings of nearly everything, harnessing the “wisdom of the crowd” to solve watercooler debates like “Best Movies of All Time” and to answer practical questions like “Best Car Values.” Ranker’s technology aggregates these opinions

and turns them into engaging editorial content.

As of April 2018, Ranker had 48.4M unique visitors with an average time per visit of 5.4 minutes, according to comScore. We are happy to count them as one of our top publishers. We met with Robin Strauss, VP of Ad Technology and Yield, to learn more about the solutions that were provided by district m to help the company achieve its goals.

## challenge

Header Bidding has enabled Ranker’s display stack to compete almost exclusively on price, but as a newer technology they still had to rely on tag-based partners for video.

Ranker wanted to leverage the same header bidding technology for video that they are using for display to generate more video demand, facilitate competition in real time, and benefit from the efficiencies that header bidding brings.

## solution suggested

Prebid Video Integration.

“ We can rely on [district m](#) to get competitive bids into our video auction; since we integrated in March, they have consistently had the strongest overall CPM for our video inventory. Plus, their team is always ahead of the game and proactive in offering new solutions that maximize our revenue.”

— Robin Strauss, VP of Ad Technology and Yield at Ranker

## implementation

- 01.** The first step was to discuss the video setup, such as instream vs. outstream, maximum duration of videos and the framework to use.
- 02.** The next step was to configure Ranker’s Prebid library to add district m’s placement ID.
- 03.** Once the placement ID was integrated, the publisher could just sit back and observe performances.
- 04.** The last step is ongoing and includes continuous optimization of the solution to ensure the best performance and results.

## results

Since implementing Prebid Video, Ranker has **increased their monthly revenue from [district m](#) by almost 2x.**

[district m](#) CPMs are very competitive with Ranker’s prebid stack and the integration has helped them improve fill and generate incremental revenue.