Pubfood Delivers a 20% Revenue Lift for LittleThings

GOAL

Founded in 2014 and headquartered in New York City, LittleThings is the #1 stand-alone lifestyle publisher producing inspiring, uplifting, engaging, and meaningful content for women. On a monthly average, LittleThings produces over 1,600 pieces of content, attracts 50 million readers, and garners 240 million monthly video views. In January 2016, the web analytics firm SimilarWeb declared LittleThings the fastest-growing news site of 2015.

To increase bidder density, drive auction competition, and generate higher eCPMs, LittleThings wanted to add more bidders to the page. They first explored different wrappers that would provide the opportunity to expand the number of header bidding partners. Each potential partner had to be carefully tested to ensure they met LittleThings' standards and performance benchmarks.

Increase header bidding revenue without compromising page speed

"One of my first priorities in early 2016 was to implement a header bidding solution that maintained an optimum site speed and a seamless user experience. At the time, LittleThings was unable to scale beyond two partners, limiting its growth and revenue opportunities," said Justin Festa, Vice President of Revenue, LittleThings.

One of LittleThings' existing header bidding partners, Yieldbot, suggested that LittleThings' development team research Pubfood, the open-source header bidding framework the company released to the publishing industry in late 2015. After successful performance tests, Pubfood proved to be the ideal solution: an open-source software giving LittleThings control of all code with access to a technical team for implementation support.

STRATEGY

The LittleThings team tapped into the integration support provided by the Pubfood Slack channel, which offers access to Yieldbot's engineers and publisher solutions teams as well as to other publishers using the framework. Together they were able to push two additional bidders live and, within days of implementation, the Pubfood framework began to produce positive results for LittleThings.

According to Festa, the Slack channel was the difference maker for his team. "The Yieldbot team provided header bidder examples and guided us through each integration. The header bidding best practices we learned in the Slack channel were invaluable. Although all bidders have slight nuances, many of the header integrations within the Pubfood wrapper are plug and play," said Festa.

"We gained in-depth understanding of the header bidding auctions taking place on LittleThings. By sending the Pubfood bids to our Google Analytics account, we were able to better understand how header bidding was interacting with our page which allowed the team to reevaluate and optimize a number of tags on the LittleThings page."

> Leverage Pubfood to scale integrations, increase revenue, and mitigate latency

RESULTS

LittleThings' early days of header bidding, which involved long integrations and slow page loads, are long gone.

LittleThings is now working with four header bidder partners and has seen a 20% boost in revenue per ad unit. The added auction pressure has increased indirect eCPMs across the board.

Justin and team have plans to add two more partners. "All aspects of our header bidding experience has improved since implementing the framework," said Festa.

> LittleThings saw a 20% revenue lift per ad unit