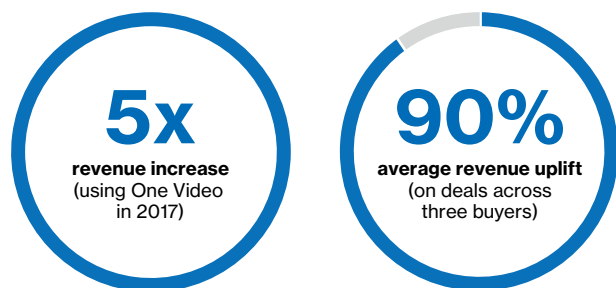


# Videobeet boost revenue with ONE by AOL

## At a glance

With over 23 million active unique users per month, and hundreds of publisher relationships, Videobeet are one of the biggest video networks and inventory sources in Italy.



## Publisher's goals

Prior to working with ONE by AOL: Publishers. Videobeet only operated via direct and IO's. A big goal for the company was to transition to programmatic to boost revenues. The company are now focussed on boosting profitability of programmatic deals.

“ONE by AOL: Analytics has a great UI. It's really simple and easy to use. I also love the deals dashboard. The transparency it gave made a big difference as we were able to actually see who the buyers were, real time deal delivery across deals, revenue trends and success rates and make the right calls based on these factors. This is why we have better profitability.”

– Stefano Camisasca,  
General Manager,  
Videobeet

## How ONE by AOL: Publishers helped

Since adopting ONE by AOL: Video SSP as their primary SSP Videobeet have benefitted from utilising proprietary features of the product such as deals and private marketplaces (PMP's) to meet their revenue goals. In 2017 alone Videobeet have increased their revenue by 5x (Q1-Q3).

Utilising ONE by AOL: Analytics's deal functionality, Videobeet have gained the ability to better package their inventory to respond to specific requests from buyers. This has yielded a 40% increase in the total number of buyers since using the tool. In addition Videobeet were able to transform 3 buyers previously flagged with declining deal revenues and increase this revenue by 90% on average.

**Contact** your Oath representative, email us at [info-oath@oath.com](mailto:info-oath@oath.com) or visit [oath.com](http://oath.com)