

# How Doodle increased its eCPM by 87% with district m's AdX seat.

## Doodle

### about Doodle

Doodle is the simplest way to schedule events with groups of people. Rather than playing email tag trying to figure out when your colleagues or friends can meet, you create a poll with all the date/time options and everyone can choose their preferences. Within minutes you've scheduled the best possible date.

We are happy to count them as one of our top publishers since July 2018. We spoke with Aline Gägauß, Yield Manager Worldwide, to learn more about the solutions that were provided by district m to help the company achieve its goals.

## challenge

As for the majority of publishers, Doodle's first goal in working with district m was to generate more revenue and increase bid requests. Most importantly, Doodle was looking for a quick and easy solution to integrate to their Index Exchange Wrapper.

The first solution suggested was district m's integration of our bidder to the Index Wrapper, as it is quick to implement and we are compatible with any wrapper.

The second solution proposed was to integrate our AdX solution for Doodle to access additional Canadian and North American demand, and thus generate more revenue through that seat by the benefit of district m deals running from unique buyers.

## district m solutions

- district m Header bidding adapter, in this case integrated to Index Exchange Wrapper.
- district m AdX seat in combination with Doodle's AdX seat.

## implementation

- 01.** In the initial meeting with Doodle, an evaluation of their set up was performed and the first solution to be suggested was the integration header bidding adaptor through the existing Index Exchange Wrapper on page.
- 02.** Upon the agreement, the naming convention for the placement IDs was shared and the placements were generated within the same day.
- 03.** Once the integration was completed by Index Exchange, district m started monitoring performance with a small volume of traffic over one week to ensure everything was running properly. Once everything was confirmed, Doodle opened up entire traffic to district m.
- 04.** To bring incremental revenue to Doodle and help maximize the revenue through Doodle's inventory, district m then suggested to implement district m's AdX seat to Doodle's ad manager for Canadian and US inventory.

## results

Thanks to the addition of district m's AdX seat and its unique demand, Doodle generated a **87% eCPM increase in the USA and a 25% increase in Canada**.

Furthermore, district m's AdX integration made it the **second highest performing SSP** and now generates **18% of Doodle's programmatic revenues**.

## client's feedback

"We always have a clear set of goals, and if for whatever reason, we are not on track to achieve them, district m's team is always ready to offer another solution, whether it's through a new demand source, or a new monetization product. Overall, we've always had a great experience partnering with district m."

— Aline Gägauf,  
Yield Manager Worldwide, [Doodle](#)



**"The team and the customer service are definitely what makes district m stand out."**

— Aline Gägauf,  
Yield Manager Worldwide, [Doodle](#)