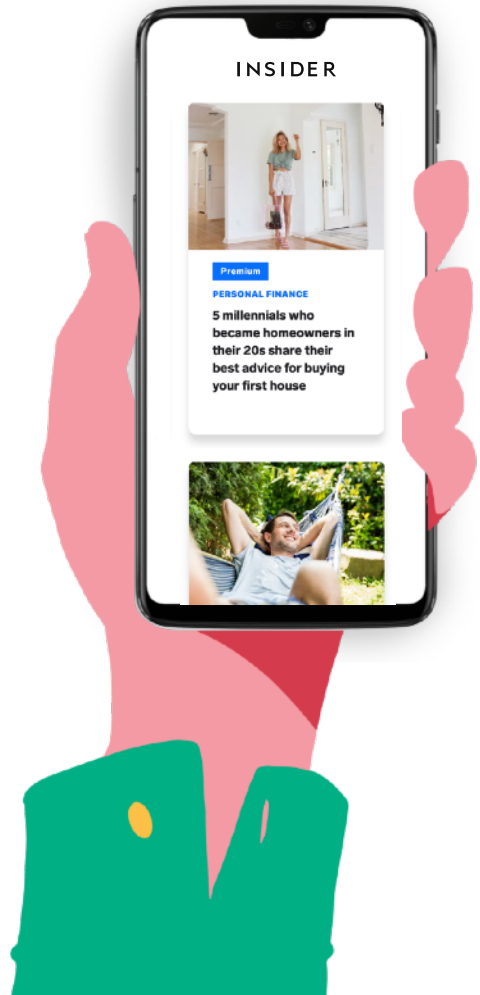


# Insider Newsletter Boosts Ad Trafficking Efficiency by 75%

Google Ad Manager (GAM) integration vastly improves delivery of ads across Insider's popular, diverse and fast-growing daily email newsletter offering.

Insider's more than 20 newsletters offer readers the vital information they need to quickly understand what's happening in the world. The newsletters offer the best of Insider, including scoops, exclusive interviews and hard-hitting investigations.



The Brand

# INSIDER

Once known as **Business Insider**, Insider is one of the world's largest digital news publishers with a global audience of **275 million**.

The Challenge

## Too time-consuming

For the company's ad operations team, the company's many newsletters – each with its own daily schedule – present an ongoing challenge.

Insider Ad Operations Manager Sarina Knapp explains some of the logistical difficulties faced by the team to ensure the company's newsletter subscribers get a seamless ad experience.

"Clients would supply the creative and we'd have to manually traffic the banners for each daily drop," said Knapp. "With three newsletters, '10 Things in Tech,' '10 Things in Opening Bell' and 'BI Select' – each going out Monday-Friday, and one distributed also on Saturday – ad insertion alone was a time-consuming daily slog."

## Streamlining Insertion

To cope with the complexity of its newsletter ad trafficking, Insider turned to the Jeeng AdServe.

Because AdServe integrates directly with GAM, it can pull creative directly from existing inventory. With just a single line of code added to Insider's email templates, AdServe inserts ads into each newsletter automatically, which saves the ad ops team much time and effort.

The ads can also be automatically geo-targeted based on a subscribers' location. The result is a more personalized ad experience, one that eliminates the need to manually configure a subscriber's location. Jeeng also lets clients insert their logo into sponsored emails for additional brand awareness.

"Ad ops can traffic the logo in a system they're already used to, which is a big plus. The only back-and-forth we have is with our newsletter team, to let them know we have a sponsor on a given day," said Knapp.

**Because AdServe integrates directly with GAM, it can pull creative directly from existing inventory.**

In addition, the Jeeng/GAM combination provides better ad tracking performance metrics. With the previous manual insertion method, the ad ops team could see only click-thru rates, but with Jeeng they can also measure logo performance and more easily compare day-to-day performance.

## Providing Robust Support

The Insider ad ops team has been especially impressed with the hands-on assistance provided by Jeeng.

"I just love Mark Monjeau, Jeeng's Director of AdServe and Account Management," said Knapp. "He's always there when I need him and he's always intent on helping me find solutions for any problem I may encounter."

Insider's sponsored newsletter program continues to thrive, in part due to the smooth ad insertion process enabled by Jeeng. Ad inventory of two of its newsletters has been sold out for the rest of the year.

Based on its success with Jeeng, Insider is now also considering adding Jeeng email content curation system for personalizing editorial newsletter content.

**"Jeeng cuts our turnaround time from more than 2 hours to just 30 minutes."**

Sarina Knapp  
Ad Operations Manager

