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## Trending on dubizzle



rolex



washing machine



LED TV



samsung edge



shoes



handbag

## BACKGROUND





A leading classified website in the Middle East and North Africa. As a prominent member of the OLX network, Dubizzle caters to its community of sellers and buyers with equal dedication and professionalism marked by more than 10 years of experience in the field.

## THE CHALLENGE

Dubizzle's goal was to achieve an increase in revenue by leveraging AdTradr's extensive trading scale and real time programmatic selling solutions.

# THE SOLUTION

AdTradr's team of optimization specialists tackled this challenge from several different angles:

-  Maintained a constant line of communication to coordinate efforts and integrate more effectively.
-  Systematically tested various combinations of CPM floors and fill rates to identify the configuration that yields the most revenue.
-  Generated granular reports analyzing the level of demand by country and period to identify high and low value zones.
-  Prepared a tailored ad positioning strategy enhancing the value of each ad property while maintaining a pleasant UX.

# THE RESULTS

- We can now perform optimization strategies that are better aligned with Dubizzle's internal programmatic setup and have greater impact on results.
- Revenue has grown by 145% since the start of the campaign.

