



More formats, more revenue: interstitial ads drive growth for Opera Ads

New interstitial ad formats and video growth drive fill rates, bid rates, and revenue

717%

revenue growth for video (Jul. vs Dec. 2023)

436%

revenue growth for interstitial ads (QoQ 2023)

43%

higher fill rate

CATEGORY: **Publisher**
SOLUTION: **PubNative**
REGION: **Global**

Opera Ads, the advertising platform by global web innovator Opera, powers advertising with extensive reach, user-centric engagement, and seamless campaign management. Fueling monetization and effective user engagement through a comprehensive suite of products, including a DSP, SSP, and Premium Ad Solutions. The platform allows advertisers to leverage a vast audience, reaching 90% of internet users across various channels, all within a brand-safe environment. By prioritizing trust, Opera Ads ensures impactful and transparent advertising experiences.

Opportunity

As search and browsing surges in mobile, monetization strategies are evolving as publishers meet brands' demand for high-impact full-screen and video ad formats.

As a privacy pioneer, Opera Ads has always been ahead of the curve in delivering user-centered digital experiences. In 2023, Opera Ads decided to explore new interstitial ad formats. Additionally, recent enhancements to Verve Group's video offerings created an opportunity for Opera Ads to benefit from increased demand for video formats.

Solution

Opera Ads activated interstitial ad formats, diversifying its revenue streams and driving significant growth. Between Opera Ads's in-house optimizations and increased demand from Verve Group's exchange, Opera Ads began seeing sizable growth in fill rates, bid rates, and revenue in their video ad formats as well.

In addition to unlocking the new revenue stream from interstitial ads, Verve Group ensured that Opera Ads wasn't missing any demand opportunities. Collaboration between the teams at Opera Ads and Verve Group involved a comprehensive review and optimization of Opera's DSP enablements, along with the whitelisting of new demand. Because Verve Group frequently adds partners to its demand portfolio, this sets the stage for continuous growth for Opera Ads.

Results

Introducing interstitial and optimizing video ad formats reshaped Opera Ads's revenue.

- 717% revenue growth for video*
- 436% revenue growth for interstitial ads**
- 43% higher fill rate
- 31% higher bid rate
- 109% more revenue from new demand

Even better, the new ad format didn't cannibalize the other formats Opera Ads already offered.

* Jul. vs. Dec. 2023

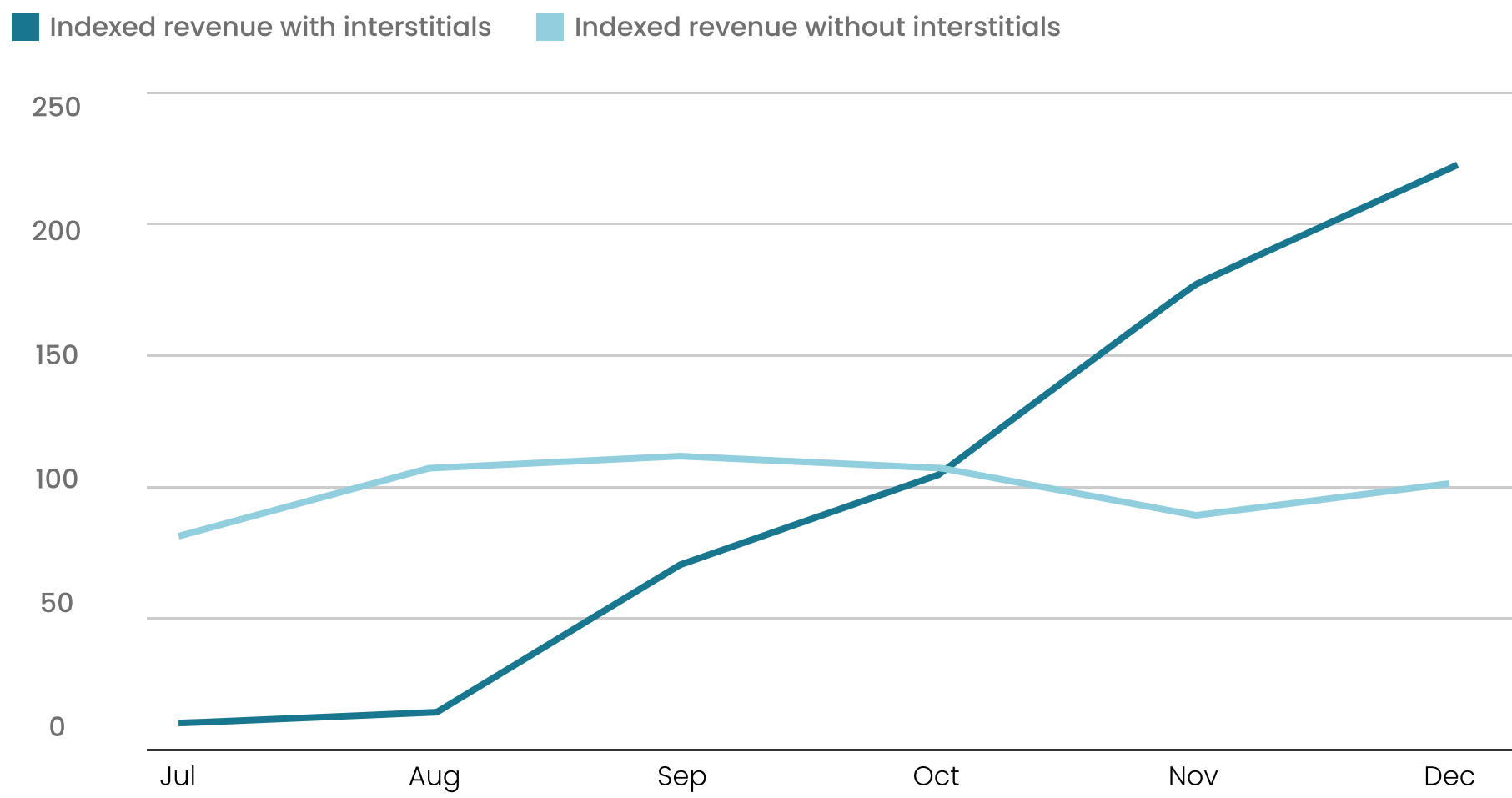
** QoQ, 2023



Verve Group found us more ways to capture more revenue in ways that we have never seen before. As we continue to grow, we will rely on Verve Group to find more ways for us to grow and prosper.

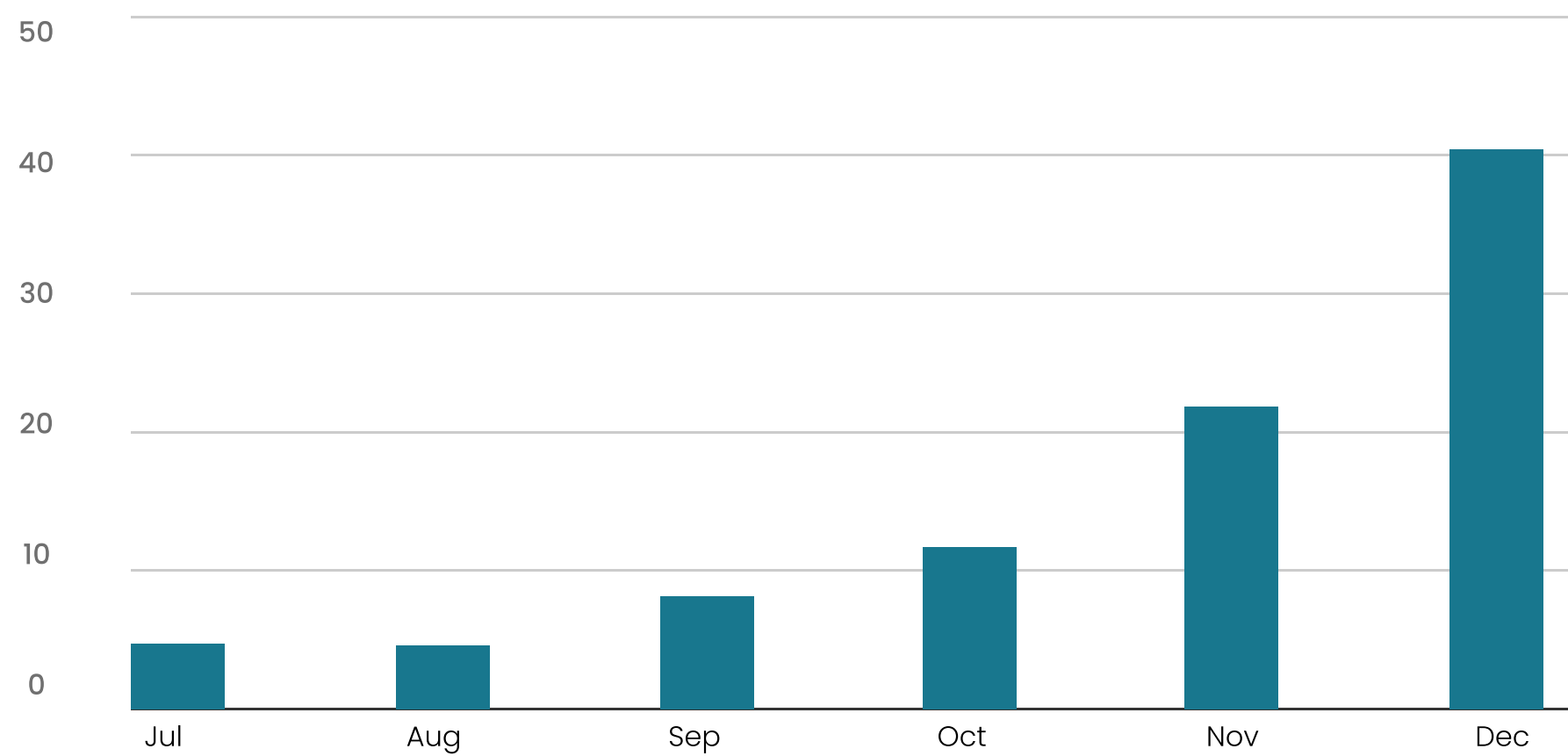
Marcio de Barros
VP AdTech, EMEA & Americas,
Opera

Interstitial ad format in H2 2023 created additional revenue stream



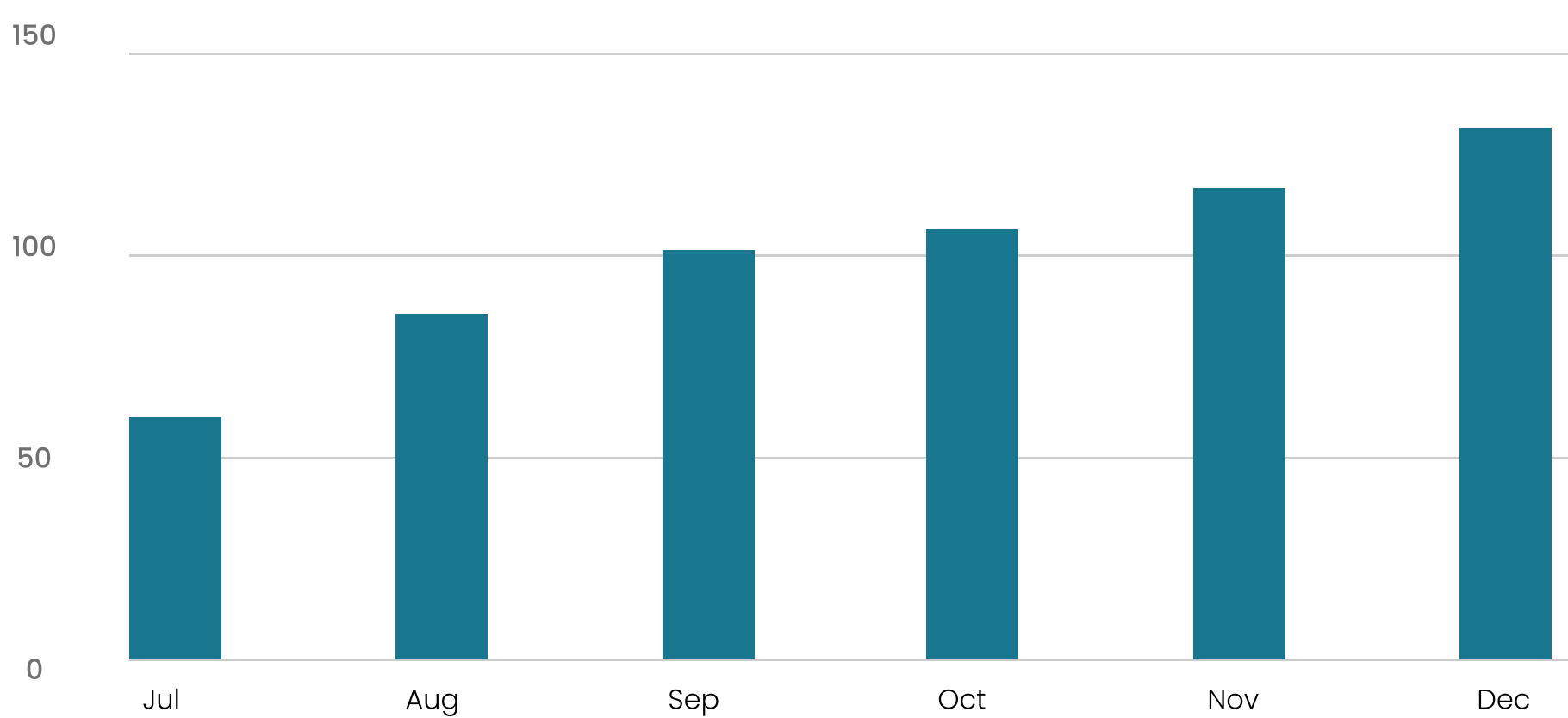
Source: Verve Group, 2024

Video Indexed Revenue vs. Month



Source: Verve Group, 2024

Index Revenue vs. Month



Source: Verve Group, 2024

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