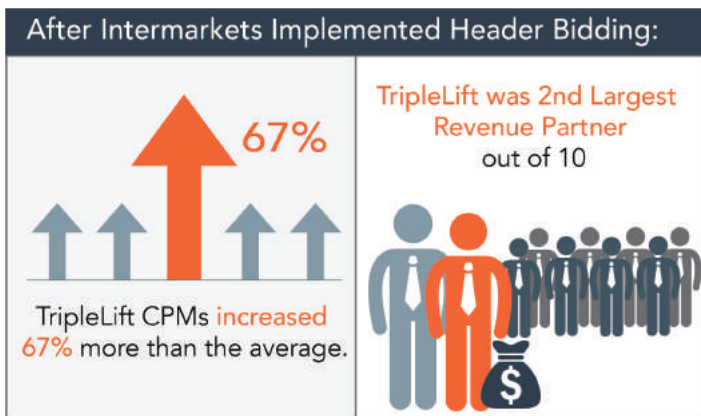


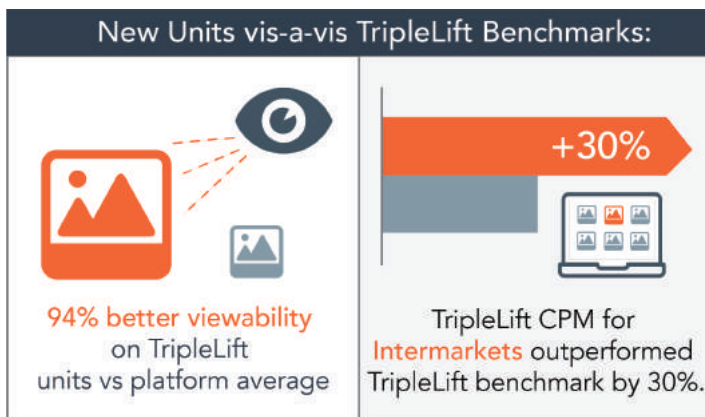
With the 2016 election fast approaching, Intermarkets was looking for opportunities to capitalize on the buzz. Already looking for new revenue streams, it was now faced with a shrinking timeline to complete implementation of any viable solutions for its portfolio of publishers, including The Drudge Report.



After considering various opportunities, Intermarkets determined that deploying TripleLift's Native solution via header bidding would solve for multiple challenges.

1. Add native units
2. Maintain a pure auction model
3. Filter previous and new opportunities based on revenue

The data here shows that the new native placements outperformed 8 out of 9 traditional partners and delivered higher CPMs than the average of all header bidding partners. And the units outperformed several TripleLift benchmarks as well.



From contract discussion to setting TripleLift live took only 17 (calendar) days including legal review and technical implementation. This assured that native was running on Intermarkets ahead of the election.



*"The beauty of the TripleLift partnership is the simplicity and ease of implementation."*

- Erik Requidan,  
VP of Sales and Programmatic  
Strategy, Intermarkets.