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Rubicon Project Launches Self-Serve Platform to Automate $50 Billion Local & Small Business Advertising Market

May 12, 2015

Empowers Publishers and Mobile App Developers To Tap New Revenue Streams

LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI), a global technology provider leading the automation of advertising, today launched its Seller Cloud Self-Serve platform, empowering publishers and mobile app developers to create and manage 1:1 buying relationships through a simple user interface (UI). With Self-Serve, sellers can sell their inventory and audiences on an automated guaranteed basis to local and small businesses, agencies and resellers, creating entirely new sales channels.

Local and SMB advertising will be a $49.7 billion market this year in the US alone, according to BIA/Kelsey's U.S. Local Media Forecast 2015. That number will reach $56.9 billion by 2019.

With this new chapter, Rubicon Project brings the benefits of automation to bear on new segments of ad spend: Direct buys that typically fall below premium sellers' minimum spend requirements. Borrell Associates estimates that the share of local digital ad spend in the US that is automated will more than double this year, from 4.7% to 10%, or $5 billion. By 2019, they expect 61% of local digital ad spending, or $47 billion, to be conducted programmatically.

"Self-Serve has enabled us to launch a new sales channel serving local and SMB advertisers, creating an efficient new revenue stream for our business," said Chris Quinn, Head of Advertising Operations, Kijiji, an eBay Company. "The Rubicon Project platform makes the onboarding process simple and operations easy to manage, with no distractions for our busy Sales teams."

Sellers can also use the platform to sell directly to their current customers, streamlining the workflow on both sides of the deal and automating their direct sales channel. Based on the Shiny Ads technology Rubicon Project acquired in November, 2014, Self-Serve gives sellers a white-labeled storefront and integrates directly into sellers' ad servers, handling everything from forecasting to billing and payment. Sellers maintain complete control over what and how they sell, unlocking maximum demand for their audiences without risks to their brand or margins.

"Automation is transforming the digital ad sales process, reducing time lost on manual, costly processes while eliminating the risk of human errors," said Kaylie Smith, Head of Seller Cloud, Rubicon Project. "Automating sales to small and local advertisers and direct agencies empowers sellers to capture the widest variety of ad spend, while still maintaining control over pricing, products and creative."

About Rubicon Project

Rubicon Project (NYSE:RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. www.RubiconProject.com @RubiconProject

#Automation #Excellence #CultureMatters

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