

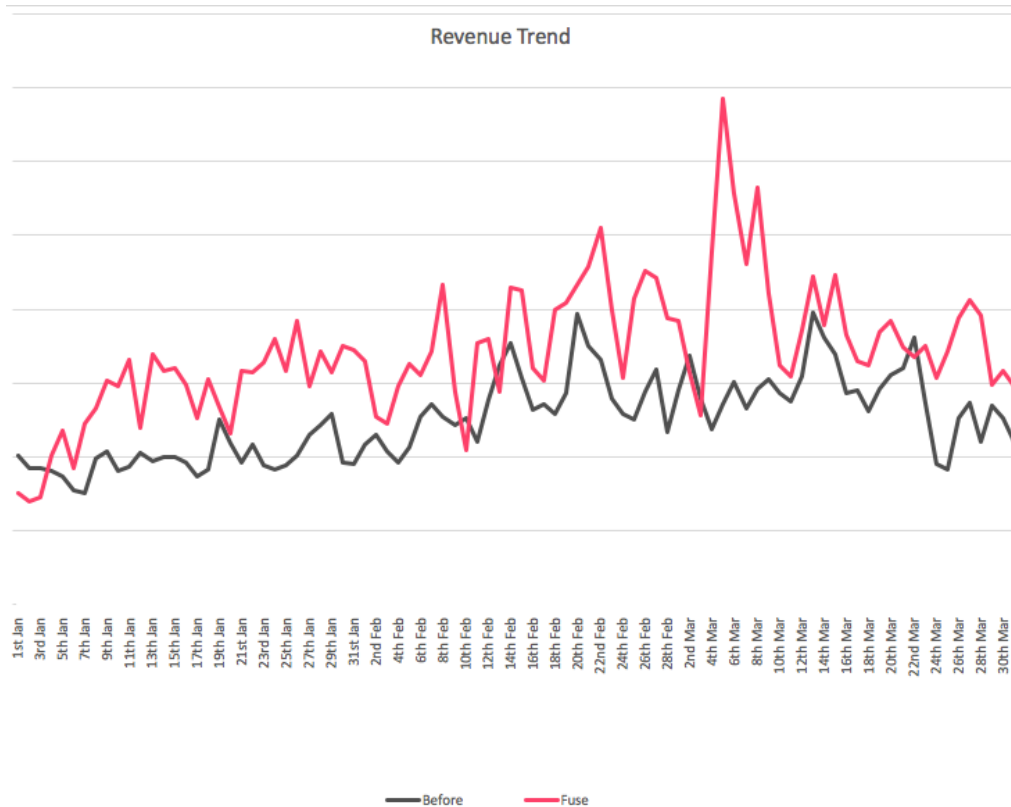
PERFORMANCE UPDATE Q3 2017-Q3 2018

The New Daily average daily revenue increased **37% YOY** with the implementation of FUSE

<https://thenewdaily.com.au/>

“We were a bit hesitant in moving over to FUSE. But the performance has been fantastic. Up 37% YoY is a great return for us. The team really help with any tech setup we need. Its great to have that support which we don't have in-house.”

- Ingrid Von Bibra, The New Daily



KEY OPTIMISATIONS MADE THROUGH FUSE:

- 1 Pre-bid networks implemented: Rubicon, Pubmatic, Index exchange, Criteo
- 2 Pubmatic header bidding wrapper implemented
- 3 Exchange bidding implemented: Index EBDA, Rubicon EBDA
- 4 Integrated ads.txt
- 5 Monthly yield management