

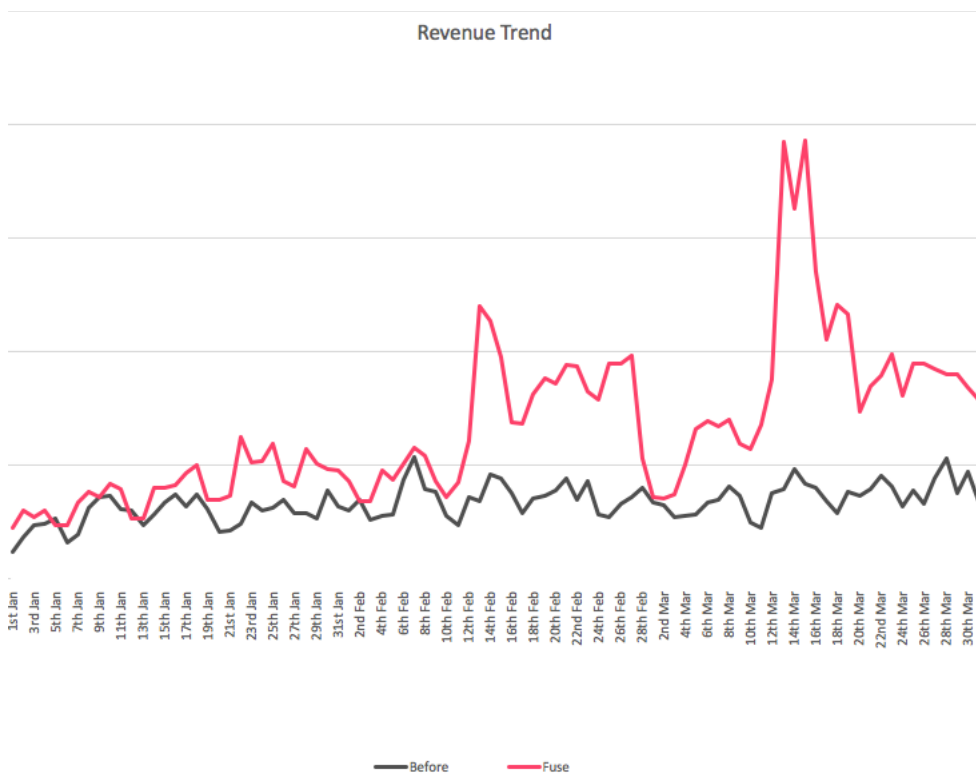
# PERFORMANCE UPDATE Q3 2017-Q3 2018

Lexis Rex average daily revenue increased **99% YOY** with the implementation of FUSE

<http://www.lexisrex.com/>

"Just got the weekly report in and I have to say I'm really impressed with the performance, it's doing great, didn't think it would outperform the other platforms this much. I believe it's around a 50% increase. Well done!"

- Shaun Troedson, Lexis Rex



## 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
- 6 Fuse tag (v.2.18) implemented