

NEWS RELEASE

MGID Announces New, All-in-One Monetization, Audience Acquisition, and Audience Engagement Solution for Premium Publishers

2024-09-11

MGID+ is a 360° data-driven suite designed in collaboration with publishers to solve complex challenges of open web monetization

LOS ANGELES--(BUSINESS WIRE)-- Global advertising platform MGID announces the launch of MGID+, an all-in-one solution for premium publishers looking for solutions beyond monetization at a time of rapid change on the open web. MGID+ presents monetization, audience acquisition, and audience engagement tools in a single suite and is enhanced by real-time data spanning advertising, website, and content performance.

Through discussions with hundreds of publishers, MGID has identified that the creation of sustainable revenue streams are the key challenges currently facing publishers. It also found that publishers are increasingly impacted by fierce competition from social platforms, adherence to data privacy regulations, and keeping complex tech stacks up to date. MGID+ was developed to specifically address these challenges, utilizing a range of robust tools that empower publishers to sustain revenue, acquire audiences, and engage readers:

- **Sustaining revenue:** Maintaining sustainable ad revenue can be a challenge for all publishers. The 'Campaign Studio' tool addresses this challenge by facilitating the launch of direct native campaigns from buyers without third-party vendors and gives publishers 100% control over their ads. Finally, the Seller-Defined Audience-aligned 'Contextual Intelligence' provides effective cookieless targeting without sacrificing exclusivity over audience data and intellectual property.
- **Acquiring audiences:** Publishers can find new, engaged readers through content syndication and external audience exchange, while minimizing reliance on search and social platforms. The integration of MGID's

content promotion platform allows publishers to launch their own campaigns, while Core Web Vital and SEO recommendations ensure that the technical aspects of a publisher's webpage are optimized to drive traffic.

- Engaging readers: Audiences can be encouraged to remain on-site through personalized content recommendations, while the 'Audience Hub' drives users back to the website with similarly personalized push notifications. The 'Analytics Hub' gives publishers a complete overview of backend operations, where they can track and analyze content performance for data-driven decision-making.

"We have worked closely with hundreds of publishers to develop this unique solution, and are proud of how precisely it tackles the core issues faced by our digital publishing partners," said Sergii Denysenko, CEO of MGID. "We're confident MGID+ will have a positive impact on advertisers and brands as well. By giving publishers the tools to enhance their offering, advertisers will in turn get access to high-quality audiences and ad slots, all with advanced brand safety. We're pleased to be able to deliver a solution that will bring huge benefits to publishers, advertisers, and readers alike."

About MGID

MGID is a global advertising platform that helps brands and publishers succeed on the open web with innovative, AI-powered native advertising. Utilizing privacy-first, AI-based technology, MGID serves high-quality, relevant ads in brand-safe environments, reaching over 1 billion unique monthly visitors. The company's diverse ad formats — spanning native, display, and video — strike a delicate balance between user experience and performance, raising awareness for advertisers while enabling publishers to effectively monetize their audiences.

Headquartered in Santa Monica and with a global presence spanning 18 offices, MGID's investment in technology, talent, and strategic partnerships continues to fuel its five-year streak of double-digit year-on-year growth. As MGID expands its reach across North and South America, Europe, and Asia, it remains committed to sustainable, profitable growth, continuously evolving its products to help both ends of the supply chain overcome the ever-changing challenges of the digital advertising ecosystem.

hello@mgidpr.com

Source: MGID