

OpenPath drives programmatic growth

Publishers around the world are achieving increases in programmatic revenue, fill-rates, and more with OpenPath from The Trade Desk.



GLOBAL
VALNET

30%

increase in programmatic revenue¹

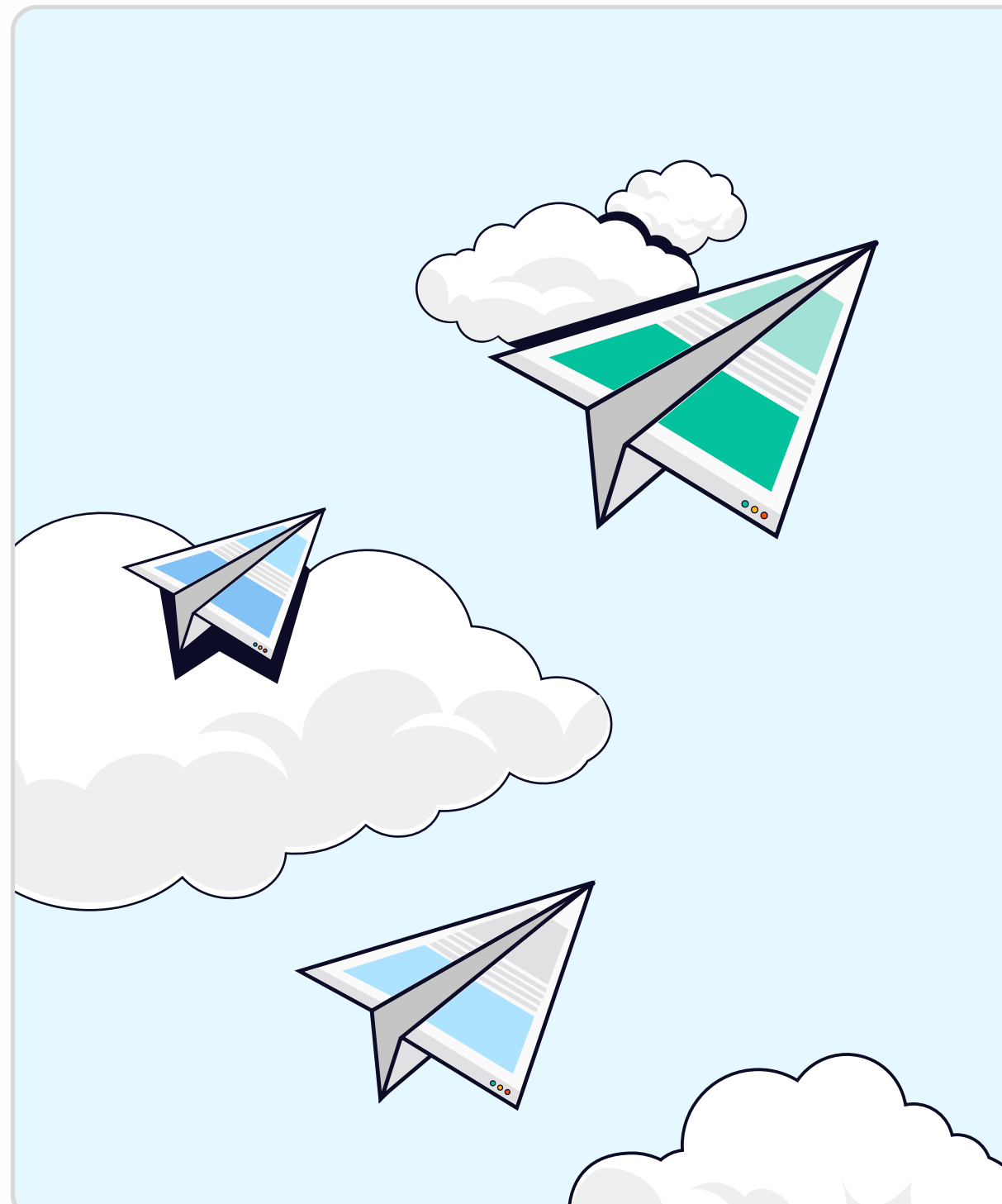
Valnet integrated OpenPath (alongside OpenPass and Unified ID 2.0) to help it grow programmatic revenue across its global portfolio of 27 digital media brands. By increasing authenticated inventory and improving match rates, Valnet created a more valuable supply environment that OpenPath connected directly to advertiser demand.

GERMANY
FUNKE

2x

increase in programmatic revenue²

FUNKE adopted OpenPath to help them reduce supply chain complexity and boost access to its premium content across display, video, and CTV. By minimizing intermediaries, the company unlocked stronger bid volume and scaled always-on deal strategies.



UNITED STATES
HEARST

4x

increase in fill-rate³

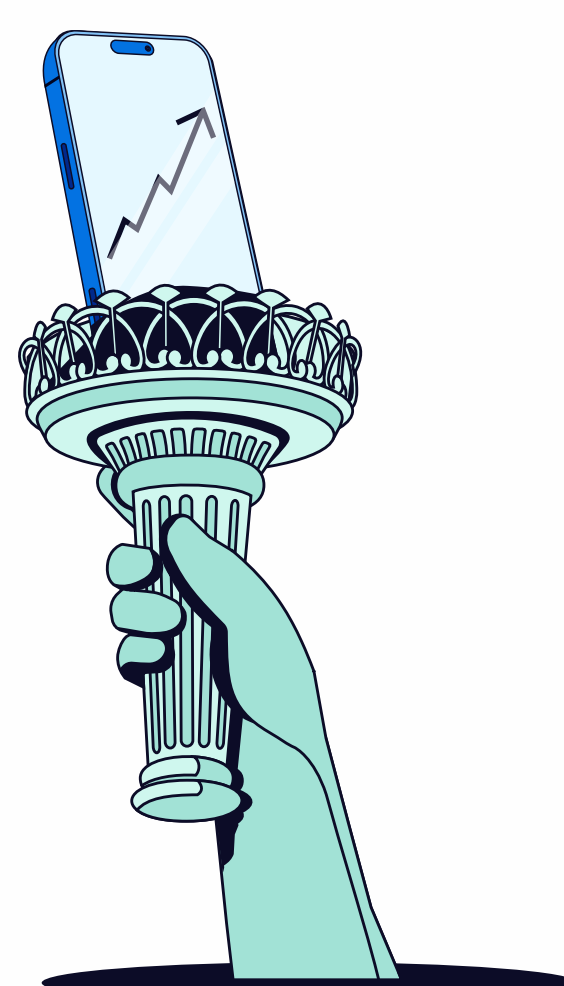
Hearst Newspapers integrated OpenPath to help streamline how advertisers access its publication inventory across the U.S. This resulted in improved supply path efficiency and stronger monetization for its already-trusted journalism.

UNITED STATES
NEW YORK POST

4x

increase in daily deal volume⁴

The New York Post implemented OpenPath to help them increase transparency and improve PMP performance.



UNITED STATES
FREESTAR

46%

increase in bid win rate⁵

Freestar added OpenPath to its monetization stack to help improve transparency and demand performance across its publisher network.

UNITED STATES
THE ARENA GROUP

65%

increase in revenue⁶

The Arena Group, whose portfolio includes Men's Fitness, Parade, and publications in a range of other verticals, adopted OpenPath to help increase visibility and competitiveness for its high-quality inventory.



Want to see more examples of publisher success?
visit [TheTradeDesk.com/casestudies](https://www.thetradedesk.com/casestudies)

Sources: