

Ringier Advertising, the sales unit of Swiss media giant Ringier, sees immediate uplift in performance after a seamless migration to Google AdManage

The challenge

Ringier AG is a Swiss media and technology company with operations in Europe and Africa. The group comprises some 140 companies in 19 countries, operating a range of leading media brands, digital platforms, and marketplaces. Ringier was founded in 1833 as a family-owned publishing house and printing plant and today employs around 6,400 people.

In 2022, Ringier generated revenues of CHF 1010.1 million. Almost 80 percent of the operating profit comes from the digital business, making Ringier one of the leading media companies in Europe.

In February 2023, Ringier Advertising, Ringier's sales unit in Switzerland, decided to change its primary ad server. It migrated to Google Ad Manager as its first-party SSP to serve programmatic advertising inventory to brands across its websites and mobile apps.

The approach

Given the importance of the digital side of the business, it was essential there was no down time during and after the migration. Ringier Advertising worked closely with the local Google Ad Manager team to ensure a smooth transition, with any risks mitigated against. Preparation went so well that the decision was made to migrate earlier than initially planned.

The entire implementation project was straightforward – not only was it easy to move the inventory across to Google Ad Manager, but the integration with Ringier Advertising's proprietary tag manager has also been seamless. The team has been able to continue as normal, without a decline in productivity or speed.

"Through the seamless migration to Google AdManager within our AdStack, we have harnessed the power of advanced technology to unlock a multitude of customer benefits. The GAM-integration and robust technical capabilities have optimized our KPIs to unprecedented levels, resulting in amplified ad revenue, enhanced campaign effectiveness, and an overall uplift in customer satisfaction."

- Tim Marach, Director AdTech & Services at Ringier Advertising



The results

The successful migration has delivered immediate benefits. Ringier Advertising has found they're able to work more efficiently, and more closely with their customers. The team has also seen positives around third party cookie deprecation using AdManager, and values having full control over its privacy and protection settings.

And in just three months, there have been significant improvements in metrics such as ad load time and viewability.

+97%

uplift in programmatic
advertising traffic

+23%

faster ad load time

+17%

ad viewability



"At Ringier Advertising, the partnership with Google has played a crucial role in our commercial success. With Google's advanced ad server technology and collaborative approach, we have achieved favorable outcomes. Our revenues have shown positive growth in recent months, our advertising campaigns have experienced significant increases in relevant KPIs, and our relationship with Google continues to thrive as we work together to deliver exceptional value to our clients."

- Roger Baur, Director Ad Tech & Products at Ringier Advertising