

# DEXERTO earns \$1M in incremental revenue with Qortex's OnStream in-video ad experiences

DEXERTO is an award-winning media company at the forefront of e-sports and entertainment, featuring cult favorites like Fortnite, APEX Legends, and League of Legends. As a premier destination for gaming and entertainment, they had 61M monthly fans with 3.5B cross platform views in 2023.

As their audience rapidly grew, the DEXERTO team sought to add incremental revenue, without the need to ramp up editorial efforts. As they were already publishing multiple articles on e-sport and gaming culture daily, they needed to look at creative avenues for net new revenue. With a video player already on each page of their website, there was an unique opportunity to double their existing inventory with video ads.

## Enter: OnStream by Qortex

This unique in-video experience overlays display ads at the moment where the brand's messaging is most aligned to the nature of the video's content. Because of its highly relevant and non-interruptive experience, OnStream ads are preferred by audiences 9:1 over other formats.

Nicolas Hulsmans, DEXERTO's Co-Founder, was drawn to OnStream not just for its measurable impact on revenue, but the contextual capabilities and expertise that Qortex was able to offer.

"Video is very powerful as an ad driver and OnStream is our first foray into contextual advertising - it's not something we had explored to the optimum previously, but we trusted Qortex for our contextual needs."

**Nicolas Hulsmans**, Co-Founder at DEXERTO

DEXERTO's in-house video team handled the integration, which was a single line of code. Upon the launch of OnStream, they saw no impact on the user experience as the ad experience was not intrusive to their audience.

On the monetization side, Hulsman shares "We were surprised. This generated more revenue than expected, and we're able to measure it down to the penny." In its first year, OnStream increased RPM, increased page CRP, and generated over \$1M in incremental revenue for DEXERTO. Advertisers for the OnStream unit include Nintendo, Illumination Entertainment, and Pokémon.

In 2024, DEXERTO plans to further strengthen their partnership with Qortex.

"We're looking to work with Qortex on display and video demand. In terms of in-video ads, OnStream is the only product like this on our site. We don't have any other formats from anyone else."

**Plamen Genov**, Senior Programmatic Specialist at DEXERTO

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