

PARTNER SPOTLIGHT

Sales Frontier brings together publishers and advertisers in innovative ways



Sales Frontier, Google's first Taiwan-based Certified Publishing Partner, has established itself as a strong leader in mobile optimization. For the past seven years, the company has established its expertise with Google's monetization solutions and now helps nearly 200 publishers optimize digital strategies with AdSense, DoubleClick Ad Exchange, and DoubleClick for Publishers.

Growing publisher revenue on mobile with AdSense and DoubleClick

"We are one of the first companies in Taiwan to really understand the mobile market. We specialize in helping publishers monetize their mobile sites," says Peter Chen, Sales Frontier's CEO. This expertise, combined with Sales Frontier's deep knowledge of AdSense, has enabled them **grow CPMs up to 50%** for a wide range of clients. It is unsurprising that nearly 200 publishers—ranging from small businesses to large publications—use Sales Frontier to optimize their revenue.

Connecting publishers and advertisers with private marketplaces on DoubleClick Ad Exchange

More recently, Sales Frontier has been helping clients tap into high quality advertiser demand by creating private marketplaces on DoubleClick Ad Exchange. For example, the team consolidated inventory from ten of Taiwan's top leading news publishers in a single marketplace that select advertisers can access in real-time, programmatically. These advertisers can now use real-time bidding to target and reach the users they care about across these premium publishers' inventory, while news publishers gain assurance they're working with top advertiser brands.



About

Sales Frontier is a Taiwan-based advertising agency that specializes in helping both publishers and advertisers increase revenue through AdMob, Google AdSense, DoubleClick Ad Exchange and DoubleClick for Publishers.

Customer focus

- Taiwan-based advertisers and publishers
- Nearly 200 publisher customers and growing

Expertise

- Connecting publishers and advertisers via private marketplaces in DoubleClick Ad Exchange
- Creating and monetizing responsive mobile sites

Recent Successes

- Grew proportion of overall revenue from mobile to more than 80% for Sanlih E-Television Co., Ltd. Taiwan's largest media company, by helping design and monetize their mobile site

“Sales Frontier is a highly recommended Google AdSense partner that dramatically increased our market share in digital advertising. We trust their professional technical support and outstanding consultant services.”

—James Lan, New Media Business Dept. Vice President, Sanlih E-Television Co., Ltd.



Additionally, programmatic streamlines workflows on both sides, driving greater efficiency and giving both parties greater control over advertising and monetization strategies.

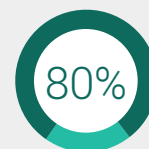
Case study: Sanlih E-Television Co., Ltd.

Sanlih E-Television Co., Ltd. is one of the largest integrated media publishers in Taiwan, and the first to bring traditional TV production resources to digital. With the help of Sales Frontier, the company **grew its share of revenue from mobile to nearly 83%**.

Chen recalls, “Though they are the biggest media company in Taiwan, Sanlih E-Television Co., Ltd. had no mobile presence at all. We brought Google reps in to meet with them, and that made a huge difference. Then we helped create a responsive site and taught them how to monetize it by placing ads, sizing them, and understanding how to gain the most benefit.”

Google certification builds trust

Sales Frontier's participation in Google's Certified Publishing Partner program has helped them grow their client base. As Chen explains, “Having the Google name and brand behind us definitely helps on-board new publishers and grow our customer base. They trust our close relationship with Google and know that we have all the latest in technical expertise.”



Sales Frontier helped Taiwan's largest broadcaster, Sanlih E-Television Co., Ltd., create and monetize a new mobile site and **grow its share of revenue from mobile to more than 80%**.

About the Certified Publishing Partner Program

A Certified Publishing Partner can help when you don't want to do it alone. Our publishing partners handle everything from setting up to optimizing and maintaining ads, so you're free to spend more time publishing content on your site. Using Google best practices, partners are adept at maximizing performance and earnings with AdSense, DoubleClick Ad Exchange, and DoubleClick for Publishers.

For more information, visit google.com/ads/publisher/partners/