

# Ogury

## Drives a 5X increase in advertiser spend with upgraded Native ads



### The goal

[Ogury](#) is a global ad tech company that helps publishers monetize their inventories and allows advertisers to reach high-quality audiences at scale.

In partnership with Microsoft Advertising, Ogury identified an opportunity to increase demand by improving how inventory was made available, structured, and displayed within [Microsoft Monetize](#).

Their objective was to make placements more competitive and appealing to buyers without requiring custom code or developer resources.



### The solution

Ogury implemented improvements to allow buyers better understand placements and bid with confidence...

- **Format separation to gives buyers clarity:** Separating [Online Video](#) from [Display and Native](#) formats gives DSPs access to more accurate bidding and measurement.
- **Flexible rendering, activated through Microsoft Monetize:** Ogury leveraged [Native Assembly](#) for selected placements, with the full rollout managed directly within the Monetize platform, no custom code required. Renderer templates ensured a consistent buyer experience while supporting high demand volumes.
- **A foundation for future adaptability:** Encouraged by strong early results, Ogury fully deployed Native Assembly's [adaptive rendering](#) to improve efficiency and performance further.

### The results

5X

increase in spend  
across updated  
placements

21%

lift in display spend on  
the same inventory