

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

