



Rubicon Project

International Developed Profiles helps uncover new growth opportunities.

Experian's International Developed Profiles helps Rubicon Project to safely expand into untapped markets.

Client

Headquartered in Los Angeles, Calif., Rubicon Project is a technology company that automates the buying and selling of online advertising.

Rubicon Project is the leading independent advertising technology company for the comScore 500. REVV, Rubicon Project's real time trading platform, reaches a global audience of 200 million U.S. and 646 million global unique visitors monthly, the largest reach on the Internet (as measured by comScore). REVV helps publishers including 1/3 of the comScore 100 make more money by automating and optimizing monetization of their digital media advertising inventory through a real time auction to digital ad buyers. Hundreds of buyer channels representing more than 70,000 end advertisers access and bid on Rubicon Project's publishers' inventory, forming one of the largest scale transaction marketplaces in any industry.

Rubicon Project works with publishers and customers such as ABC, Monster, Careerbuilder, Time Inc., The Tribune Company, Virgin Media, News International, The Times of India and Electronic Arts.

Challenge/Objective

Rubicon Project is focused on rapidly expanding into new territories while providing world-class service and minimizing risk. In some geographic regions, online ad trading is a new concept that is generating considerable excitement, but this poses the challenge of being able to adequately navigate risk in these uncharted waters.

Most recently, Rubicon Project has been challenged with monitoring customers located in high-risk countries, including some of the countries affected by recent economic challenges in the Eurozone and Latin America. "Experian simply has updated information on many of the customers of concern. Other credit reporting agencies tend to have outdated information," says Lorraine Moses, Director, Credit & Collections for Rubicon Project, who manages global credit operations, including credit granting, collections and risk management.

Resolution

Rubicon Project has been purchasing international business reports from Experian for more than two years. The company selected Experian because Experian tends to have more information available on a wide range of international companies. "In today's business environment, our company is striving to discover innovative ways to position us in front of the competition," says Moses. "With Experian's Business Information Services, we have access to comprehensive information that helps us uncover new growth opportunities."

"With Experian's Business Information Services, we have access to comprehensive information that helps us uncover new growth opportunities."

— Lorraine Moses, Director, Credit & Collections, Rubicon Project

Rubicon Project

Results

Before Rubicon Project began using Experian, the company was hesitant to grant credit internationally due to limitations of its previous sources. Experian's reports have been particularly helpful based on the strength of the financial statement data in the United Kingdom. In riskier markets, Experian® has information on businesses for which the previous provider had either limited or no available information. "We have been able to grant credit to a large number of international customers that would have been declined credit in the past because we were unable to determine creditworthiness due to limited information," says Moses.