

# XE.com implements Exponential publisher platform, streamlines operations and sees 256% revenue increase

Issued by [VDX.tv](#)

9 Dec 2013

Publisher case study shows cross-platform optimization a 'must' in online display cross-device operations.

In partnership with global provider of advertising intelligence and media solutions, Exponential Interactive, online foreign currency and rate exchange resource, XE.com, saw an unprecedented 256 percent increase in online advertising revenue after implementing the Expo9 publisher platform.

"Our relationship with Exponential is a testament to the sophistication their platform offers. It's easy to use and enables us to provide advertisers several ways to reach consumers across our online and mobile properties. Exponential provides us with everything we need to maximize our revenue in one seamless system," said Kit Purdy, executive vice president of XE.com.

Exponential's Expo9 platform, coupled with long standing advertiser relationships, enables publishers to run premium CPM advertising on their properties. Beyond seamlessly monetizing across a wide range of platforms, clients also benefit from Exponential's full service capabilities including: ad operations, trafficking, campaign management and billing.

Rick Abell, vice president, global publisher development, Exponential commented: "The results demonstrate the importance of including an integrated platform into their publisher serving strategies to maximize revenue. This is especially significant since inventory and brand consumption increasingly span cross-device, challenging publishers to stay competitive, accessible and viewable across various media."

XE.com has maintained a four-year, exclusive relationship with Exponential.

## About XE.com Inc.

XE.com Inc. is one of the last remaining independent first-wave Internet companies. Founded in 1993, it is a privately held Canadian company focused on facilitating global commerce. Billions of dollars have been processed through its XE Trade money transfer service, launched in 2002, and thousands of clients around the world rely on XE's Currency Data Feed Service for foreign exchange rate updates.

▫ [VDX.tv releases 2021 holiday video advertising guide for brands and retailers](#) 22 Oct 2021

▫ [Household targeting's role in the cookieless future](#) 25 Jun 2021

▫ [Study from VDX.tv finds video advertising more effective across combination of CTV, desktop and mobile devices](#) 26 May 2021

▫ [How household targeting can improve engagement](#) 18 May 2021

▫ [VDX.tv releases a guide on 'advanced TV': What it is and how it can help drive results](#) 1 Jun 2020

[VDX.tv](#)



VDX.tv is a global advertising technology company that is transforming the way brands connect with relevant audiences in today's converging video landscape.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)