

REVCONTENT CASE STUDY

"By delivering relevant content to our audiences and ensuring a positive user experience, Revcontent is generating valuable incremental revenue for Nexstar Inc."

nexstar
D I G I T A L

ABOUT

Nexstar Digital is a leading digital media company, comprised of a portfolio of trusted news, lifestyle & entertainment, and commerce brands deeply rooted in building valuable connections between advertisers and customers.

RESULTS

Nexstar Digital's partnership with Revcontent led to ads taking up less page real estate, increasing monetization, and user experience.

WHY REVCONTENT

"Ad quality is always a concern for premium publishers. Our partnership with Revcontent takes up the least amount of real estate, has the best monetization and the best user experience. Site speed is really important to us. A faster ad-load speed helps publishers' pages load faster, creating more opportunities to monetize," said Lori Tavoularis, SVP at Nexstar Digital.

GET STARTED AT [REVCONTENT.COM](https://www.revcontent.com)