

# How Allen Media Achieved 10x Revenue & 6x Fill Rate Growth

**10X**

Local Now revenue growth  
post account split

**2X**

Weather Channel revenue  
increase

**Up to 6X**

Fill rate improvement across  
properties

*“By separating Local Now and The Weather Channel into distinct supply environments, we improved demand segmentation, auction efficiency, and overall yield across both properties.*

*This structure reduced cross-property overlap, delivered stronger performance for advertisers, and created a more transparent and scalable monetization framework.*

*Equativ’s flexibility allowed us to manage each environment independently while maximizing total platform revenue.”*

**- Allen Media**

## > Context

Allen Media Group, a programmatic monetization client of Equativ, set out to improve yield and performance across its primary digital properties: The Weather Channel and Local Now.

Both apps were originally managed under a single advertising account. Because Local Now is heavily news-driven, advertiser brand-safety filters around “news” and “controversial content” were unintentionally suppressing demand for The Weather Channel’s brand-safe inventory.

The result: lost bids, lower fill rates, and constrained revenue across both properties.

## > Solution

**Strategic Account Segmentation:** The Weather Channel and Local Now were split into two distinct ad accounts to reflect their different content environments.

**Improved Auction Dynamics:** Separating inventory removed unnecessary bid suppression and restored competitive demand for each content type.

**Cleaner Demand Targeting:** Brand-safe advertisers could now fully access Weather inventory, while news-focused buyers were directed specifically to Local Now.

**Greater Control & Performance Optimization:** Each property could now be optimized independently based on audience, content sensitivity, and advertiser intent.