



---

## Hello Disney, Goodbye 3ve and 2018

1 message

---

**Google Publisher Connection** <googleleadmanager-noreply@google.com>

Tue, Dec 18, 2018 at 5:27 PM

Reply-To: googleleadmanager-noreply@google.com

To: dave@textivia.com

[View our web version](#) if this email isn't displaying well.

**Google** Publisher Connection

2018 Rewind: A look back at the past year





Ready for 2019? So are we. But before we say goodbye to 2018, here's a look back at the top stories, moments and research from Google Ad Manager that had the biggest impact on our partners. Much more to come in 2019 – we'll see you then.

[Learn More](#)

#### RECOMMENDED

##### **Disney and Google expand strategic relationship**

Disney has tapped Google Ad Manager to power their video ads on the web, in mobile apps, streaming through connected TVs and for live events across their premium brands and properties – including Disney, ABC, ESPN, Marvel, Pixar and Star Wars.

[Learn more >>](#)

##### **Taking down the “3ve” botnet**

At its height, the 3ve botnet compromised over 1 million IPs resulting in over 3 billion bid requests per day. Google worked with nearly 20 partners for over a year to combat the fraud, refer the case to law enforcement, and ultimately take the operation down.

[Learn more >>](#)

**Publift delivers higher CPMs using Exchange Bidding**

Publift worked with 50 publisher clients across Australia and New Zealand to implement Exchange Bidding resulting in a 40% lift in CPMs and a 30% decrease in operational time spent in the first six weeks.

[Learn how >>](#)

©2018 Google LLC 1600 Amphitheatre Parkway, Mountain View, CA 94043

This email was sent to [nchoman@textivia.com](mailto:nchoman@textivia.com) because you have indicated that you'd like to receive occasional communications or newsletters from Google Publisher Connection. If you do not wish to receive such emails in the future, please [unsubscribe here](#) or [update your preferences](#).