



CASE STUDY



connectAD

Vinted



connectAD | Vinted

EUROPEAN REACH. PREMIUM DEMAND. MARKETPLACE MONETIZATION AT SCALE.

Vinted is one of Europe's leading online marketplaces, connecting millions of members through a community-driven platform for second-hand fashion. Vinted's audience footprint maps directly onto ConnectAd's core European demand markets. Since 2019, the two companies have built a high-performing monetization partnership anchored in trust, transparency, and consistent revenue growth. ConnectAd ranks among Vinted's top SSP demand partners year-round, delivering strong results across core markets. Roughly 40% of ConnectAd's demand comes through PMP deals, driving premium, incremental yield.

Vinted

„ConnectAd has been a strong and reliable SSP demand partner for Vinted since 2019. Their performance across our key European markets, especially France, combined with a high share of PMP demand, has made them an important contributor to our monetization growth. The partnership reflects a shared European mindset focused on quality, transparency and long-term value.“

SATYA VINNAKOTA
DIRECTOR OF ADS AT VINTED



THE CHALLENGE



Vinted needed demand partners that could perform consistently across its key European markets, not just drive volume.

Specific requirements included strong geo coverage, premium PMP demand to complement open-market monetization, a stable client-side integration, and a partner aligned with Vinted's European-first values.

THE RESULTS

-  Partner since 2019 with sustained top-SSP status
-  Record revenue achieved in 2026
-  Strong performance across core European markets
-  ~40% PMP demand share driving premium yield
-  Dual integration setup (client-side + Prebid Server) unlocking further upside

THE SOLUTION

ConnectAd delivered on every front. Integration has run client-side since day one, ensuring operational stability from the start. Vinted has also started testing Prebid Server in parallel, adding flexibility for future optimization. The partnership is built on a shared foundation: efficient monetization, access to premium demand, and a long-term approach to publisher growth, not short-term yield chasing.

WHAT MADE THE DIFFERENCE:

-  **Top SSP partner**
consistently ranked among Vinted's leading SSP demand sources
-  **Strong European geo coverage**
proven performance across France, Great Britain, Poland, Germany, and Italy
-  **~40% PMP demand share**
meaningful premium and incremental revenue contribution
-  **Six-year partnership**
trust and performance built over time, not overnight
-  **Stable integration**
client-side from the start; Prebid Server now in testing

CONCLUSION

The Vinted x ConnectAd partnership is a blueprint for what European publisher monetization can look like: a premium SSP with real demand depth, geo alignment that actually moves the needle, and a relationship built on performance over years, not promises. With record revenue, a growing PMP contribution, and continued integration innovation, ConnectAd remains one of Vinted's most trusted monetization partners.