

the **COOL** company



Case Study

Freestar is a leading force in ad monetization, empowering publishers and e-commerce sites to maximize revenue through premium demand connections and a fully customized programmatic ad stack. Since its founding in 2015, Freestar has earned repeated recognition on the Inc. 5000 list—including the number one spot in 2019—for its relentless innovation and publisher-first approach.

In 2024, Freestar joined forces with The COOL Company to unlock a new era of monetization performance. By combining Freestar's high-quality publisher inventory with COOL's differentiated, direct brand demand, the partnership created incremental value and competitive advantage that neither company could achieve alone. This collaboration quickly demonstrated how the right alignment of premium supply and exclusive demand can set new benchmarks for performance and growth.

The COOL Company Overview

The COOL Company is an end-to-end advertising technology platform built to deliver performance, transparency, and scale for brands, agencies, and publishers. With a suite of integrated products, COOL empowers advertisers to connect with audiences through high-impact, data-driven campaigns while helping publishers maximize yield. Through these solutions, COOL Company connects premium supply and differentiated demand in ways no other platform can—delivering breakthrough results for advertisers and publishers alike.

Our product ecosystem includes:



COOL Media - DCO & Creative Automation (formerly ADventori)

Dynamic creative optimization and real-time personalization, ensuring ads are always relevant across screens and formats.



COOL Media - Franchise & Multi-Location (formerly Baliho)

Scalable local campaign execution for national brands, enabling speed, consistency, and compliance across thousands of locations.



COOL Media - Media & Attribution

Cookieless measurement, omnichannel media buying, and advanced audience insights to drive transparent performance outcomes.



COOL Media - Publisher Experiences (formerly Insticator)

Tools for immersive, interactive content and advertising experiences that engage audiences and increase monetization.



COOL Media - Supply Side Platform (formerly OKO)

Publisher-first ad tech designed to optimize yield, simplify programmatic monetization, and unlock access to premium demand.

“Partnering with Freestar and their premium supply network has been an exceptional partnership. Their sites are truly best-in-class, supported by a highly optimized tech stack and an outstanding team. Together, we’re delivering stronger results for advertisers and laying the foundation for the future of performance-driven, privacy-safe advertising.”



Zack Dugow
Founder & CEO

The Objectives

Freestar’s objective was to scale high-quality, differentiated demand across its network of premium publishers—while maintaining strong viewability, ensuring brand safety, and driving consistent performance across both display and video formats. The ultimate goal was to maximize revenue potential and establish a competitive monetization edge that would outperform traditional SSP integrations. By leveraging The COOL Company’s unique demand and maintaining a rigorous cadence of optimization reviews, Freestar aimed to unlock incremental value for its publishers.

The Solutions

To achieve these objectives, The COOL Company collaborated closely with Freestar's team to ensure every aspect of the integration was seamless and revenue-optimized. The strategy was comprehensive, combining ad serving logic, auction tuning, and backend infrastructure enhancements to maximize yield.

- 1 Enabled access to exclusive premium demand sources, creating stronger auction dynamics.
- 2 Delivered competitive CPMs and improved fill rates through differentiated brand demand.
- 3 Closely monitored Prebid adapter performance and creative load times to maintain efficiency.
- 4 Provided real-time troubleshooting and support, enabling swift optimization and iteration.

This agile, performance-driven approach empowered Freestar's operations team to efficiently capture new value without compromising user experience or inventory quality.



David Freedman, *Founder, Freestar*

"Our partnership with COOL Media is a perfect example of what happens when you combine exclusive, direct demand with a high-quality, brand-safe publisher network. The results speak for themselves—seeing seven-figure revenues in the first few months is a game-changer. We're not just providing monetization; we're creating a real competitive advantage for our publishers and setting new benchmarks for what's possible."

Key Highlights

+31%

Conversion Increase

Franchise and multi-location brands targeting retail audiences saw stronger results versus the open market.

+39%

Performance Lift

COOL campaigns on Freestar's premium inventory outperformed peer display and video benchmarks by a wide margin.

47%

Lower CTR & Cost Per Lead

Managed Service campaigns through Tier 1 independent agencies delivered dramatically higher efficiency in the first four months.

7 Figure

Revenues in 1st Months

The partnership drove rapid monetization at scale, proving immediate impact and growth potential.

Billions

Impressions Delivered

Campaign reach continues to accelerate, with Freestar on pace to surpass prior-year volumes.

Double-Digit

Net Yield Growth

Direct brand demand drove stronger monetization and higher returns year over year.

Why It Worked

The success of this partnership stemmed from the powerful alignment of complementary strengths. Together, these elements established a dynamic collaboration that consistently improved results and maximized value for publishers and advertisers alike.



Exclusive Demand

The COOL Company delivered exclusive, differentiated brand demand through direct-to-advertiser campaigns not accessible via other SSPs.



Brand-Safe Inventory

Freestar contributed trusted, brand-safe publisher inventory paired with operational excellence, ensuring seamless execution, rapid optimization, and consistent performance.



Client-Side Integration

Client-side integration provided transparency, faster iteration cycles, and greater control over performance.

Looking Ahead

Freestar and The COOL Company are committed to deepening this partnership and scaling its impact. The next phase of collaboration is centered on advancing AI-driven optimization, with the goal of delivering more precise targeting, smarter bidding, and scalable campaign performance across every channel.

Both organizations are heavily investing in machine learning systems that anticipate audience behaviors, adapt in real time, and maximize efficiency without compromising user experience. A cornerstone of this vision is the rollout of advanced cookieless targeting and measurement solutions—built to safeguard advertiser outcomes while preparing for a privacy-first future.

By uniting COOL's proprietary brand demand with Freestar's trusted network of premium publishers, this partnership is positioned not just to adapt to the future of advertising, but to define it through the power of AI.



Heather Carver, *Chief Revenue Officer, Freestar*

"The success we've seen with COOL Media highlights a critical industry need: aligning high-impact demand with trusted, high-performance inventory. Our teams worked in lockstep to ensure a smooth, revenue-optimized integration that delivered immediate results, like a 47% lower cost per lead for advertisers. This is about building an efficient, privacy-first foundation that drives real performance for both publishers and brands."