

Ecosystem-Based Distribution Strategies: Publisher Relationship Management and Revenue Growth in Technology-Enabled Advertising Markets

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Abstract

Technology-enabled advertising markets are increasingly characterized by complex ecosystem interactions involving advertisers, publishers, and digital platforms operating within programmatic environments. In this context, the effectiveness of distribution strategies is influenced not only by technological infrastructure but also by the strength of publisher relationships and collaborative governance mechanisms. The present study examines the role of ecosystem-based distribution strategies in driving revenue growth through effective publisher relationship management within digital advertising networks. A quantitative research framework was employed to analyze campaign-level data from 150 technology-enabled advertising deployments, integrating relational constructs such as Publisher Relationship Strength and technological parameters including Platform Integration Index and Ad Format Innovation Capability. Statistical modeling through correlation, regression, and structural equation analysis revealed significant positive associations between ecosystem-oriented distribution practices and Revenue Growth Rate. Mediation pathways involving Audience Match Accuracy, Fill Rate Optimization, and Bid Response Efficiency were found to enhance monetization performance by improving campaign delivery efficiency. Cluster and Canonical Correspondence analyses further demonstrated that campaigns exhibiting higher levels of technological integration and relational collaboration consistently achieved superior financial outcomes. The findings underscore the importance of adopting integrated ecosystem-driven distribution frameworks that align technological interoperability with strategic publisher engagement in order to achieve sustainable revenue growth in technology-enabled advertising markets.