

CASE STUDY: OPENWRAP

HOW KOBE SHIMBUN SAW A 120% INCREASE IN OVERALL REVENUE WITH PUBMATIC'S OPENWRAP

Established in 1898, Kobe Shimbun is a leading Japanese daily newspaper based in Kobe, Japan. Kobe Shimbun has a range of widely read digital properties that are monetized via programmatic advertising.

THE CHALLENGE

Header bidding wrappers give publishers increased control of their programmatic revenue, but they can be challenging to set up and maintain.

When Kobe Shimbun launched their new site, Yorozoo News, they initially turned to a proprietary full stack solution to monetise their programmatic inventory. However the publisher was seeing poor results, with much of their inventory going unfilled. Kobe Shimbun were keen to improve monetisation by working with a partner that could boost eCPM and overall fillrates.

PubMatic's Prebid-based header bidding wrapper, OpenWrap, was the obvious choice.

THE SOLUTION: OPENWRAP

PubMatic's OpenWrap is a premium wrapper solution built on Prebid that gives publishers access to innovative custom management tools and performance optimization insights to unlock new revenue opportunities.

Adopting OpenWrap allowed Kobe Shimbun to upgrade to their programmatic stack to increase eCPM and fillrates, ultimately leading to better monetization.

The PubMatic team walked Kobe Shimbun through the process of becoming operational and provided on-the-ground engineering support throughout the integration stages. PubMatic continue to run end-to-end tests ensuring consistent, positive revenue growth for Kobe Shimbun.

SUCCESS BY THE NUMBERS

By adopting PubMatic's OpenWrap, Kobe Shimbun saw greatly improved operational efficiency, as well as significant uplifts in eCPM for their display inventory and overall programmatic revenue.*

150%

Increase in eCPM on display inventory¹

120%

Increase in overall programmatic revenue²

With PubMatic's easy to use UI, Kobe Shimbun also observed greatly improved operational efficiency, with 12-fold reduction in time taken for operational tasks such as adding bidders or changing settings within the wrapper.

* Based on data from Dec 2021

¹ Based on eCPM for each display inventory (excluding overlay and interstitial inventory) before vs after OpenWrap integration

² Based on overall programmatic revenue including HB, AdExchange, OpenBidding and others before vs after OpenWrap integration

“ Implementing PubMatic's OpenWrap, allowed us to use the latest monetization technology, despite not having much Prebid technical knowledge. With OpenWrap we saw better results at a lower cost. Additionally, Identity Hub can be easily enabled when using OpenWrap without the need to add more scripts on the page. We appreciated the professional support of the PubMatic Japan staff. ”

FUMINORI HATSUSEGAWA
DATA STRATEGY DEPARTMENT
KOBE SHIMBUN