

CASE STUDY

HOW PUBMATIC HELPED NYHETER365 GAIN MORE SUPPLY CHAIN CONTROL

Nyheter365 is part of N365 Group — a leading global content agency driven by generating measurable results for brands through providing the most effective advertising solutions on the market.

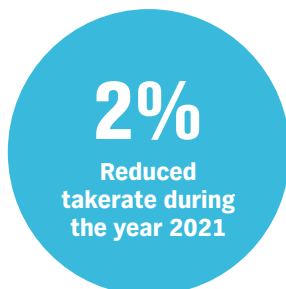
STORY BEHIND THE SUCCESS

Nyheter365 sought a supply-path optimisation (SPO) partner to help them eliminate unnecessary fees in their growing programmatic supply chains in order to improve cost-per-acquisition for their performance marketing clients. It was important that the chosen SPO partner was committed to providing total transparency and measurement solutions to demonstrate the efficiency and performance gains for both Nyheter365 and their clients. In addition, any optimisation had to adhere to all brand safety and privacy requirements.

THE SOLUTION

Nyheter365 partnered with PubMatic to roll out SPO across all programmatic supply paths on a tiered, fixed-fee, take rate deal basis. PubMatic's premium inventory, global reach, and proven expertise in SPO were key factors in the selection. The employed buyer-controlled fee structure allowed Nyheter365 to gain control and transparency of all programmatic inventory bought via PubMatic, and also provided better visibility into how much of Nyheter365 total media spend reaches end publishers.

SUCCESS BY THE NUMBERS



“ PubMatic’s SPO solution exceeded our expectations and enabled us to drive significant savings and improvements in performance for our clients. They were also a good fit for N365 given the global reach and premium inventory. The team has also benefitted from PubMatic’s collaborative approach and the knowledge they have shared. ”

PIERRE WINGREN
HEAD OF PROGRAMMATIC BUYING
& NATIVE ADVERTISING, N365