



6 SIMPLE STEPS TO UNWRAP NEW PROGRAMMATIC REVENUE FOR THE HOLIDAYS

The past few months have brought new challenges to the fore, and our customers have asked for new solutions, insights and optimizations to navigate through an ever-changing environment.

Follow these steps to maintain and maximize your monetization as we head into the holiday season:

1. OPTIMIZE BASED ON BUYER NEEDS

Be sure you're surfacing the right inventory for a new 2020 holiday marketplace. Trends have shown electronics, food and drink, sports, and fashion & style content verticals getting robust interest from advertisers. Do you have mobile, video or OTT/CTV inventory that still has room to grow? Buyers are looking for flexible programmatic options in times of change. Consider packaging content into "gift guides" for buyers to target in-market shoppers.

2. UPDATE YOUR PMP STRATEGY

Do you have a private marketplace (PMP) strategy in place to capture holiday spend and new revenue into 2021? Sync with your ad tech partners to test different PMP opportunities. Make sure you have set up the right deals that buyers are looking for and ensure your inventory is packaged for your preferred buyers and their needs as they look to allocate their holiday budgets.

3. ENRICH YOUR INVENTORY WITH IDENTITY

Now is an ideal time to get your match rate house in order. Draw more interest to your audience by enhancing inventory with identity partners. You may enjoy higher spend and increased match rates because identity solutions should give your demand partners more confidence. Plug into solutions like Identity Hub with the goal of increasing your revenue and buyer campaign performance.

4. REASSESS YOUR BUYER MIX

Is your inventory set up for success in key, high-spend categories? Look at your category blocks and re-evaluate whether it makes sense to implement changes across your integrations, particularly in shopping categories as we head into the holiday shopping season.

5. AUDIT YOUR WRAPPER PERFORMANCE

Make sure you dig deep into the performance of your header bidding wrapper solution. Is your inventory optimized through an omnichannel, transparent and best-in-class solution? If you have low-performing demand sources, consider testing new partners to make sure you get the fill rates and monetization you need.

6. ACTIVATE YOUR AUDIENCE

Do you have first-party data? Look to an alternative to selling valuable audience data in a third-party marketplace or via a DSP's data marketplace. The activation of a Deal ID strategy gives publishers more control and protects you from data leakage. And, with a solution like Audience Encore, you can monitor performance and see how buyers are using their data in real time.

If you have questions about how to implement any of these initiatives, or want help determining which strategies may be right for your business, don't hesitate to reach out to your PubMatic account manager.