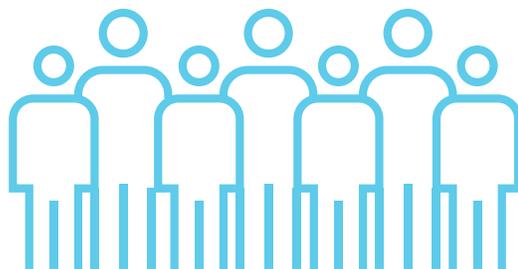


## CASE STUDY

# RIGHTMOVE

Founded in 2000, Rightmove is the U.K.'s largest property portal, where UK home hunters find details of all properties available to buy or rent



**15M+**

**MONTHLY  
UNIQUE USERS**

ACROSS ALL PLATFORMS WHO VISIT  
OVER 100 MILLION TIMES EACH MONTH

## THE STORY BEHIND THE SUCCESS

At the start of 2015, Rightmove was searching for a partner that could increase its fill rates to drive revenue growth. Displaying advertising from non-real estate brands was a new strategy and needed to be approached with caution. Whilst the company deliberately limits the inventory made available to such advertisers, they offer an active and high quality user base. To capitalize on this opportunity RightMove utilized PubMatic's leading analytics solution, accessing actionable insights such as benchmarking metrics from competitive peer sets and advertiser data, allowing Rightmove to amend campaign strategies in real time.

## RIGHTMOVE SELECTED PUBMATIC FOR 3 KEY REASONS

- 1.** Consultative approach
- 2.** The opportunity to adopt automated monetization without compromising the integrity of its sites
- 3.** The provision of a competitive advantage, especially in its ad sales efforts

## A TAILORED APPROACH TO NATIVE ADVERTISING

PubMatic developed a strategy to address Rightmove's pain points and unique selling abilities, resulting in enhanced monetization of their digital assets from its new programmatic revenue.

Throughout the process, PubMatic behaved as a partner, for Rightmove. Working closely together to build a programmatic strategy, which incorporated PubMatic's premium analytics solution in order to optimize campaigns in real-time, ultimately increasing ad revenue for the publisher. As a consequence of PubMatic's superior customer service, Rightmove has developed the confidence to delve deeper into the automated advertising space and explore new opportunities going forward.

**"PubMatic are exactly what they say they are – focused on publishers. The service that they provide us was instrumental in choosing PubMatic to embark on this programmatic journey with. PubMatic understood our needs and were able to provide us with the key advertisers we wanted; introducing us to our biggest direct and programmatic advertiser to date.**

**We have received exemplary technical account management, as well as a number of strategic quarterly business reviews. The ongoing involvement of our use of programmatic has been extremely successful. PubMatic have been supportive and consultative in their approach, growing our revenue in the direction that we want to go in."**

– Giles Howard, Digital Advertising Director at Rightmove

## SUCCESS BY THE NUMBERS

Rightmove is seeing great success in the time that they have partnered with PubMatic. While offering limited ad space based on their unique business model, they have seen a healthy revenue stream, with no user journey impact. Since integrating with PubMatic's One Platform, Rightmove has seen a daily

revenue generation increase of around 20% from programmatic. These increases were driven by multiple factors including an expansion of buyers and verticals interested in the publisher's quality inventory.

### ABOUT PUBMATIC

PubMatic is the leading marketing automation software company for publishers. Through real-time analytics, yield management, and workflow automation, PubMatic enables publishers to make smarter inventory decisions and improve revenue performance. Focused on serving the needs of premium publishers, PubMatic inspires buyer confidence by providing flexibility in audience discovery and planning media campaigns through its Media Buyer Console and APIs. The company's marketing automation software platform provides a global roster of comScore publishers with a single view into their advertiser relationships across every screen, every channel and every format. PubMatic was ranked by Deloitte as one of the fastest growing companies in the US Internet sector for the fourth consecutive year in 2015. The company has offices worldwide, and is headquartered in Redwood City, California.

PubMatic is a registered trademark of PubMatic, Inc. Other trademarks are the property of their respective owners.

### ABOUT RIGHTMOVE

Rightmove.co.uk is the UK's largest property portal.

Our aim is to be the place for all UK home hunters to find details of all properties available to buy or rent. Our website and mobile platforms provide an easy to use but sophisticated online property search. With the depth of information that it provides, home hunters can immediately identify a preferred property.

Rightmove PLC floated on the London Stock Exchange on 15 March 2006.

### CONTACT

For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)