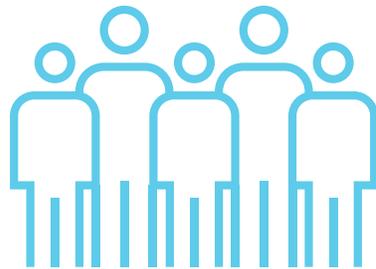
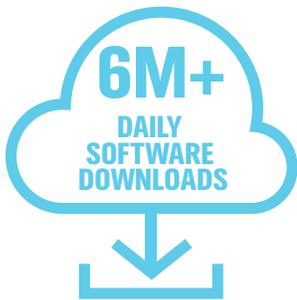


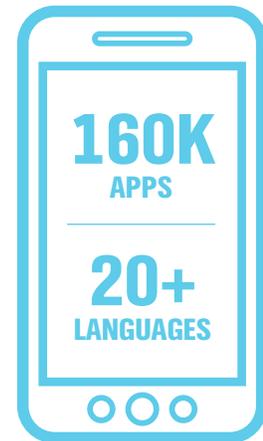
CASE STUDY

SOFTONIC

Softonic is the World's Largest App and Software Discovery Platform



100M+
MONTHLY VISITORS



THE STORY BEHIND THE SUCCESS

The PubMatic and Softonic partnership began when Softonic first leveraged Mocean, PubMatic's mobile ad server, in 2014. At first PubMatic was only tasked with setting up Softonic's direct native campaigns. The publisher expanded the relationship to more of its programmatic efforts to maximize revenue from its inventory, customize all of its native ad units and provide more access to its inventory for its top native demand sources. Softonic quickly started exclusively working with PubMatic to power its programmatic native, due to the company's dedication to excellence in customer service and high level of customization.

SOFTONIC SELECTED PUBMATIC FOR 3 KEY REASONS

1. PubMatic's scalable, reliable technology
2. PubMatic's proven fast and efficient implementation
3. PubMatic fit with their technical requirements - API integration, integration with 3rd party tracking systems, and support for JSON creative code

A TAILORED APPROACH TO NATIVE ADVERTISING

Since Softonic was already integrated with Mocean Ad Server, the integration with PubMatic's platform was simple and completely transparent.

Upon implementation, Softonic did significant A/B testing in order to determine which native format performed best on Softonic's mobile site. The testing revealed that the top banner format performed best due to high visibility and simplicity in design. In addition, Softonic was able to provide their programmatic native advertiser partners with advanced IP targeting, the ability to set clear start and end campaign dates, and track key KPIs such as impressions, clicks and CTR, resulting in greater control and exposure.

“We collaborated with PubMatic while onboarding to identify objectives and develop a strategy to deliver against those goals, while doing all of the heavy lifting. The PubMatic team continues to be there for us as to address any challenges that we may encounter, and is always available to help troubleshoot.”

— Manuel Carballar, Lead Developer at Softonic

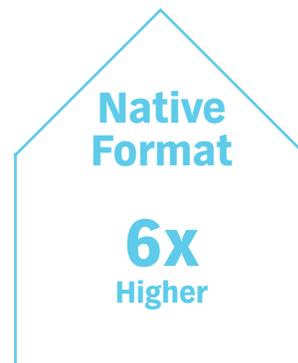
“PubMatic's strategic team, consultative approach and industry leading platform has enabled us to maximize the value of quality audiences in context and scale. Following a seamless integration, PubMatic's platform delivers the real-time business intelligence, data enrichment and brand safety to monetize the optimal value of each connection.”

— Mariano Zardoya, AdTech Product Expert at Softonic

SUCCESS BY THE NUMBERS

Softonic's advertising revenue from native formats comprises **16%** of the publisher's total advertising revenue. **21%** of native revenues come from mobile.

Native format CTR is nearly **6X** higher than display standard formats CTR.



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 SOFTONIC

Softonic is the world's largest app and software discovery platform, hosting over 160,000 apps and programs on 10 region and language-specific pages, while providing users with a constant stream of new tests and reviews. The company offers innovative ways for developers and publishers to promote and monetize their software through Softonic's highly engaged audience of more than 100 million monthly visitors, which drives a combined 6 million downloads every day in a completely secure environment. The company is headquartered in Barcelona, with offices in Madrid and San Francisco.

CONTACT

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