

CASE STUDY

PRIVATE MARKETPLACE – GUARANTEED (PMP-G)

For advertisers and publishers looking for the scale and data advantages of the open market, with the predictability and brand safety of direct sold campaigns, **Private Marketplace – Guaranteed enables the best of both worlds.** Through this powerful buying channel PubMatic enabled a **3X lift in yield** for a leading global real estate publisher.

THE STORY BEHIND THE SUCCESS: GLOBAL REAL ESTATE PUBLISHER

One of the top real estate websites approached PubMatic with the goal of accessing greater programmatic direct budgets and driving incremental revenue for their business. As a long-term and successful client on RTB, the shift to programmatic direct transactions with fixed price and inventory guarantees was a natural next step in the evolution of our relationship. By reducing friction in the transaction process, we were able to make programmatic direct a successful reality.

OUR TAILORED APPROACH

PubMatic jumpstarted the PMP-Guaranteed strategy with programmatic display. Following the successful implementation of display, the strategy expanded to include guaranteed programmatic video, allowing for true cross-channel and cross-format monetization.

This resulted in a win-win approach for both the publisher and their advertisers. The real estate publisher achieved a guaranteed revenue stream and a fixed price, allowing for more accurate forecasting, while their advertisers received upfront fixed price commitments, audience targeting and the brand safety assurance that comes from running on premium publisher inventory, helping to further drive overall yield and CPAs.

115%

Increase in total
bid requests since
moving to PMP-G
vs. PMP

37%

Growth in
PMP-G spend

Win rate
above **90%**

Top buyers include a major CPG company,
financial, gaming company and retailer.

ABOUT PUBMATIC

PubMatic is the automation solutions company for an open digital media industry. Featuring the leading omni-channel revenue automation platform for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing nearly one trillion ad impressions per month, PubMatic has created a global infrastructure to activate meaningful connections

between consumers, content and brands. Since 2006, PubMatic's focus on data and technology innovation has fueled the growth of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 11 offices and six data centers worldwide.

For more information, please contact us at info@pubmatic.com