

## CASE STUDY

# TIMES INTERNET & OPENWRAP

How PubMatic OpenWrap Helped Times Internet Increase CPMs by 69%

**35+** Digital Properties

**232M+** Monthly Global Users

**10B** Monthly Global Visits

## THE STORY BEHIND THE SUCCESS

Founded in 1999, Times Internet Limited (TIL) is India's largest digital company with over 232 million users, 10 billion visits across over 20 different properties.

In 2016, TIL was looking to drive yield and performance by using a wrapper tag to better leverage header bidding for its programmatic demand managed by the Colombia ad serving platform. After evaluating several options on the market, TIL implemented PubMatic OpenWrap to manage its header bidding demand partners.

“We’re excited to work with PubMatic and look forward to bringing in more advanced targeting and segmentation from our Colombia Audience Network to make programmatic our most effective revenue channel.”

– Gulshan Verma, CRO, Times Internet Limited

## OUR TAILORED APPROACH

With a streamlined integration process driven by the ability to autodetect ad slots, PubMatic OpenWrap was up and running in a matter of weeks.

Times Internet's use of Colombia, a full-stack solution that handles ad serving, content optimization and recommendation, and an audience extension service, created additional opportunities to segment and enrich inventory, helping to further drive overall yield and CPMs.

In its first full quarter of implementation in H2 2016, PubMatic **OpenWrap** led to a **69% increase in CPM** compared to the overall site average.

**69%**  
Increase in  
average CPMs

## 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](mailto:info@pubmatic.com)