PubMatic

CASE STUDY
LOCALSENSOR IN-APP BUYING
How PubMatic Helped Localsensor Grow Its Spend More Than 14X

Localsensor is a Netherlands-based premium in-app buying platform for video and rich media that works for international brands from KFC and Coca Cola to BMW and Disney.

THE STORY BEHIND THE SUCCESS

Localsensor has been working with PubMatic since January 2016 to deliver and manage mobile campaigns across major news apps in the Netherlands. The company has consistently found the PubMatic platform to offer a seamless buying experience, leading to an ever-increasing spend commitment. Following its first use of the PubMatic system, Localsensor grew its spend on the most popular mobile news app by more than 14 times inside 12 months.

"In practice, seamless buying in mobile in-app inventory, especially for full video dynamic units, is incredibly hard to achieve. It requires the ad server and ad exchange demand pipe to be fully integrated and to be working well together in the background. That's why, from a buyer's perspective, if we need to recommend a mobile SSP and ad server combination, we always recommend PubMatic as one of the best options out there."

– Siebren Roorda, Head of Sales & Business Development, Localsensor

OUR TAILORED APPROACH

PubMatic connects its mobile ad server and programmatic buying technology into a single, integrated platform to enable seamless buying across formats, including cutting-edge dynamic ads. Our deep relationships with some of the biggest news publishers in the world enables access for buyers across territories and in multiple channels, whether desktop or mobile.

Extensive coverage with the most buying points in multiple markets ensures unique demand for our publisher partners and devoted customer service for buyers, helping them through every step of the process and providing the best self-serve platform available for total control.

14X Increase in Spend within 12 Months

22M Monthly In-App Impressions

5M Monthly Unique Users

ABOUT PUBMATIC

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring the leading omni-channel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing over one trillion ad impressions per month, PubMatic has created a global infrastructure to drive publisher monetization and control over their ad inventory. 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 12 offices and six data centers worldwide. For more information, please contact us at **info@pubmatic.com**