

CASE STUDY

TRIBAL FOOTBALL & OPENWRAP

How PubMatic OpenWrap helped Tribal Football achieve 2X CPMs growth

90M+ Global Users

20M+ Monthly Page Views

70% 18-34 Demographic

THE STORY BEHIND THE SUCCESS

Tribal Football is one of the world's leading football sites reaching over 90 million football fans every year. Headquartered in Australia, it has a significant global footprint and faced challenges in developing its programmatic channels outside of its home market.

In 2017 Tribal Football implemented PubMatic OpenWrap to maximize the value of its programmatic demand sources, increase operational efficiencies, and drive revenue.

“With our global footprint, driving programmatic revenue and increasing operational efficiencies are critical to our business. Many wrapper solutions require trade-offs and compromises. PubMatic OpenWrap offered a full solution. PubMatic’s easy integration, intuitive UI, and comprehensive reporting turned header bidding from an operational nightmare into a proven monetization tool that improved yield immediately. We look forward to growing our partnership.”

– Ben Murray, Digital Operations Director (Interplay Media)

OUR TAILORED APPROACH

With tools to autodetect ad slots and by leveraging the existing site ad taxonomy, PubMatic OpenWrap was integrated quickly. The PubMatic account teams worked closely with our teams to monitor and optimize set-up.

Over a period of 90 days, PubMatic’s overall eCPM average doubled and it went from the 3rd to the leading demand partner in terms of revenue. Additionally, demand partners such as AdX saw a 12% increase in CPM, driving significant lift in yield and revenue increases.

PubMatic went from 3rd to leading demand partner in terms of revenue

2X
Increase in eCPM

12%
Increase in AdX performance

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