

## CASE STUDY

# LIVINGLY MEDIA & PMP

How Livingly Media Increased Annual PMP Revenue with PubMatic by More Than 380%

Livingly Media is the definitive platform for women seeking inspiration on the things that matter most to them. The company operates four web properties with a strong focus on championing amazing women: flagship lifestyle site Livingly; influential home décor and design site Lonny; smart entertainment and pop culture site Zimbio; and celebrity fashion and beauty site StyleBistro. Headquartered in Silicon Valley but owned by aufeminin (a subsidiary of Axel Springer), Livingly Media is part of one of the largest diversified media companies in the world.

## THE STORY BEHIND THE SUCCESS

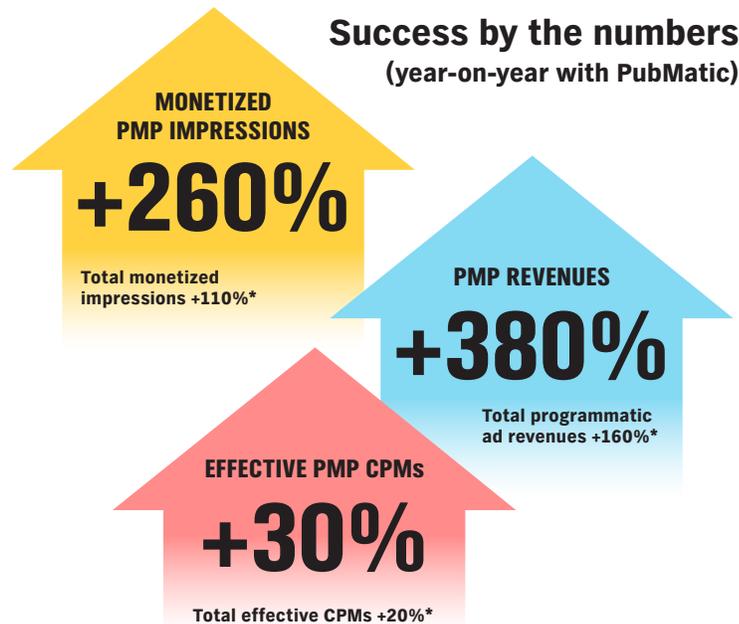
Livingly Media, reaching over 20 million monthly readers across its four properties, ran a 100% programmatic business model for online advertising, relying exclusively on automated auction dynamics. They partnered with PubMatic to improve monetization for their premium inventory by implementing a Private Marketplace (PMP) strategy to expand their sales offering and tap into incremental budgets.

In just three quarters, Livingly Media nearly doubled their total programmatic ad revenue with PubMatic while also increasing effective CPMs by more than 20% year-over-year.

### LIVINGLY CHOSE PUBMATIC FOR 3 KEY REASONS:

1. The proactive and strategic account team that worked closely with Livingly Media's development team to respect the unique demands of Livingly's custom header bidder.
2. The demand team's ability to activate key PMP deals quickly, market those deals to buyers and attract meaningful amounts of spend.
3. PubMatic's analogous data orientation, which provides Livingly Media access to more robust buyer and bid data than many SSP's offer.

### Success by the numbers (year-on-year with PubMatic)



\*includes Private Marketplace and Open Exchange



## A TAILORED APPROACH TO PUBLISHER MONETIZATION

As part of PubMatic's superior service, a dedicated account team worked closely with Livingly Media to develop and execute a strategy that would increase impression volume, maintain or improve effective CPMs, and bring in additional sources of revenue.

Through customer conversations and performance evaluation, PubMatic identified that Livingly Media featured open exchange inventory segments with high eCPMs. This signalled strong interest from top tier demand partners, and made them an excellent candidate for PMP. As this was a new buying channel for Livingly Media, and a previously untapped opportunity, PubMatic partnered to package the inventory and source their first PMP deals.

Following successful PMP implementation, Livingly Media gained a better understanding of business growth opportunities while providing their buyers with greater deal transparency. This level of clarity increased buyer confidence as they were provided access to better targeted segments while allowing Livingly Media to access incremental budgets that were not available via the open exchange.

Livingly Media's PMP deals gained strong traction immediately following implementation with PMP

impression volume increasing by a factor of 6X within two months, followed by an additional 8X improvement the following month. PMP revenue soared, becoming a central pillar to their monetization strategy in under six months, and driving the near-doubling of overall programmatic ad revenue in just three quarters.

More importantly, the gains Livingly Media earned through PubMatic PMP deals proved a lasting trend with year-on-year comparisons showing triple-digit growth rates on both monetized impression volume and revenues, thus driving a strong overall monetization expansion in annualized terms.

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**“PubMatic has time and again brought long-term growth opportunities to the table for us. We're grateful for this true partnership and look forward to new features and collaborations in 2018 and beyond.”**

**– Erica Carter, CEO at Livingly Media**

## PubMatic

### ABOUT PUBMATIC

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring 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 ten trillion advertiser bids 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 rise of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide. For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)