

CASE STUDY

DICTIONARY.COM & OPENWRAP

How PubMatic's OpenWrap improved header bidding revenue 26% YoY

Dictionary.com is the first and largest digitally-native English language dictionary, available anywhere at any time. Tens of millions of global monthly users visit Dictionary.com and Thesaurus.com for reliable access to millions of definitions, synonyms, audio pronunciations, translations and spelling help to alleviate their anxiety with the English language, understand meaning, and choose the perfect word, anywhere or anytime the need arises.

THE STORY BEHIND THE SUCCESS

A central competency of the Dictionary.com programmatic team is leveraging deep insights from data to drive strategy and decisions. As such, Dictionary.com was looking to replace their existing custom Prebid wrapper for a solution with enterprise level reporting and controls. They chose OpenWrap because of the actionable reporting and intuitive UI which allows their team to quickly and easily optimize performance across metrics such as latency, bid activity, and revenue.

“Since migrating to OpenWrap, we are no longer bogged down by the operational challenges of maintaining a header bidder wrapper. OpenWrap empowers our entire team (yield managers, analysts, product manager, web developers) to focus on their core strengths: using data and technology to build a great website and user experience while leveraging PubMatic's strength in header bidding ad technology.”

– Scott Wagner, VP Revenue & Analytics, Dictionary.com

A TAILORED APPROACH

PubMatic worked closely with Dictionary.com to support a number of their non-standard wrapper requirements. As a high traffic site with over 70M monthly users across two flagship properties, our teams provided technical support, testing, and optimizations during a measured rollout.

With OpenWrap, the Dictionary.com operations and analytics team can leverage the intuitive UI to set up, test, and configure settings by geography, partner mix, site, and platform. Since implementation, Dictionary.com has seen an increase in the number of impressions filled by header bidding partners, increase in revenue, and faster deployment of new demand partners.

26%

YoY improvement in header bidding driven revenue

36%

YoY higher share of impressions filled by header bidding

10X

YoY faster new partner deployment

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