

CASE STUDY

KAIDEE & OPENWRAP

How Kaidee Increased Programmatic Display Ad Revenue by 39% YOY

Kaidee, Thailand's #1 online marketplace with over 1M daily visits, selected PubMatic's header bidding wrapper, OpenWrap to maximise yield. The fast and simple implementation, along with PubMatic's superior customer service, delivered significant increases to Kaidee's programmatic revenue.

OUR TAILORED APPROACH

OpenWrap empowered Kaidee's ad decisioning strategies by simplifying the management of multiple SSP partners without passbacks. Implementation was quick and efficient with PubMatic's dedicated support team on hand to help build, implement line items in DFP and provide ongoing optimisation support.

"Kaidee would recommend OpenWrap for its ease of implementation as it enables us to more effectively manage our partners without the heavy lifting of tag-based implementation of several SSPs. We are now able to control the ad decisioning strategies thanks to the dedicated engineering and account team who worked with us during the integration and ongoing optimization. We expect to see better inventory management from the solution while effectively reaching our clients' audiences. This can be achieved thanks to our close collaboration with PubMatic."

– Matthew Moore, Revenue Director of Kaidee

SUCCESS BY THE NUMBERS

PubMatic's OpenWrap solution helps Kaidee remain on the forefront of programmatic technology and offer an optimal path for advertisers to reach their audience. Through employing selective SSP partnerships, Kaidee builds segments based on user intent and tailors how inventory is offered to suit each partner's needs.

With OpenWrap, Kaidee was able to increase programmatic yield. In the third month of implementation, Kaidee saw a YOY increase of 39% in programmatic revenue with PubMatic contributing 23% of total programmatic revenue.

39%

**YOY Increase
in Revenue**

(Feb 2018 vs Feb 2017)

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