

PubMatic

INTELLIGENT BIDDING INCREASES RETURN ON AD SPEND

By utilizing PubMatic's Intelligent Bidding across its partner DSPs, our agency partner successfully improved outcomes by maintaining auction win-rates and achieving a savings on spend.

The ad tech industry's move towards first-price auctions can lead to rising eCPMs as buyers risk overpaying for impressions resulting in decreasing returns on their ad spend. Unlike existing second-price auctions where bids adjust down towards the second-highest bid, buyers must now speculate as to the appropriate first-price bid.

PubMatic built its Intelligent Bidding algorithm to compliment buyers' efforts in finding the optimal bid. As an SSP, PubMatic is in a unique position to evaluate bids from multiple sources.

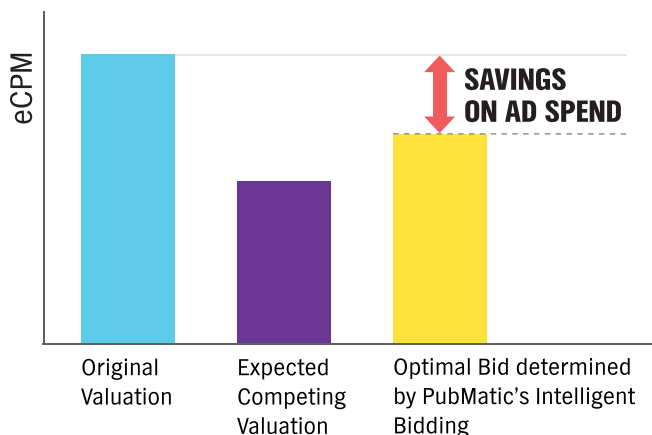
16%

reduction in eCPM while maintaining win-rate

which contributed to a

21%

savings on spend



Using a machine learning platform driven by data from over 800 million unique monthly users, 1.7 million publisher domains, and over 12 trillion advertiser bids per month, PubMatic is able to determine and apply bid reductions without impacting win-rates — resulting in savings that translate to a higher return on ad spend.

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 12 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