

CASE STUDY

TOYO KEIZAI INC. & OPENWRAP

Toyo Keizai Inc., established in 1895, is one of Japan's largest and most established publishers producing magazines and books focusing on economics, management and business. Their business news website "Toyo Keizai Online" managed its programmatic demand partners in waterfall set-up. The limitations of a waterfall set-up had the effect of limiting demand, causing latency, and impacting the profit structure.

THE STORY BEHIND THE SUCCESS

As a trusted source of business news and trends, it was important the programmatic auctions were not impacted by latency nor their demand decreased by an inefficient auction. OpenWrap allowed Toyo Keizai to maximize their programmatic demand and increase the number of integrated advertising partners while improving page load times and site visitor's experience. Additionally, the enterprise analytics provided increased transparency and improved insights into performance, allowing them to better optimize their partners.

OUR TAILORED APPROACH

PubMatic worked closely with Toyo Keizai to implement OpenWrap on their main business news website. By leveraging the real-time pricing data of a header bidding solution, the highest bidders now win, while decreasing latency and positively impacting programmatic driven revenue. Further, Toyo Keizai is better equipped to optimize their partners using advanced reporting tools and a powerful dashboard.

SUCCESS BY THE NUMBERS

After Toyo Keizai Inc. implemented PubMatic's OpenWrap solution, monetization rose and their average CPM increased by 23% compared with months prior to implementation. Additionally, due to the increased transparency and optimizations, Toyo Keizai now has access to profitable private marketplace (PMP) deals.

"After implementing OpenWrap in September 2017, we've grown programmatic revenue and our CPMs increased compared to our previous waterfall set up. With the ability to easily manage multiple partners in a dashboard, we are able to optimize our partner mix to maximize revenue and site performance."

**– Mr. Hisao Niitsu,
Programmatic Ad Manager
at Toyo Keizai Inc.**

23%
Increase in
Average CPM

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