

CASE STUDY

WHISPER DOUBLES IN-APP DEMAND THROUGH A UNIFIED AUCTION

Whisper is an online community where millions of people around the world share real thoughts, trade advice, and get the inside scoop. Their platform allows users to share honest opinions and feelings, forge relationships, and engage in conversations on various topics through a mobile app.

THE STORY BEHIND THE SUCCESS

Frustrated by the latency and inefficiency of tag-based waterfall setups, Whisper partnered with PubMatic to create a server-to-server (S2S) unified auction to increase demand, bid rates and CPMs. Whisper sought a partner that could provide the advanced technology and reporting of a self-serve platform with best-in-class customer support.

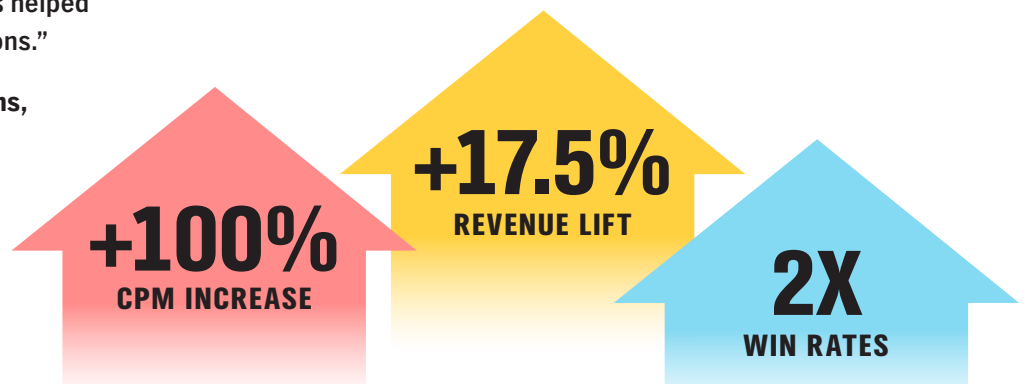
“PubMatic is a top mobile-app monetization partner for us. Through their top performing technology platform, granular reporting and analytics, and around-the clock support, PubMatic has helped us grow app revenue beyond expectations.”

– Julian Salinas, Manager, Ad Operations, Whisper

OUR TAILORED SOLUTION

PubMatic’s Customer Success Team partnered closely with Whisper to implement a S2S integration for their app inventory via OpenRTB. The combination of a seamless demand integration and enablement of new inventory successfully increased competition and monetization opportunities, driving higher bid density, improved value bids, and in turn, increased revenue.

Reporting and insights also played a key role in maximizing efficiency and informing broader yield decisions. Consistent and automated platform reporting reduced the need for manual data pulls. Meanwhile, granular DSP and buyer-level reporting provided transparency into the source of spend, improving supply path optimization and reducing the number of bid requests.



ABOUT PUBMATIC

PubMatic is a digital advertising technology company for premium content creators. The PubMatic platform empowers independent app developers and publishers to control and maximize their digital advertising businesses. PubMatic’s publisher-centric approach enables advertisers to maximize ROI by reaching and engaging their target audiences in brand-safe, premium environments across ad formats

and devices. Since 2006, PubMatic has created an efficient, global infrastructure and remains at the forefront of programmatic innovation. Headquartered in Redwood City, California, PubMatic operates 13 offices and six data centers worldwide.

For more information, please contact us at info@pubmatic.com