

CASE STUDY

CZECH NEWS CENTER MULTI-SIZE ADS

How PubMatic helped boost Czech News Center's revenues by 50%

Czech News Center are one of the top publishing entities in Czech Republic. The company own and operate sites across news, entertainment and sports among others.

THE STORY BEHIND THE SUCCESS

Czech News Center were having issues monetising ads, specifically the company identified a functionality allowing for multiple ad slots as being beneficial but were unable to implement a solution that worked. There were challenges with workflows as well as the technical mapping which was inefficient. This lead to a consult with PubMatic and after fruitful collaboration a solution was put in place that proved to be successful.

“The Team At PubMatic were great. They worked with us to understand the optimisations we could make to boost performance. The best thing here was their proactive approach, they uncovered an issue that we were not aware we had, provided a solution and the results were excellent”

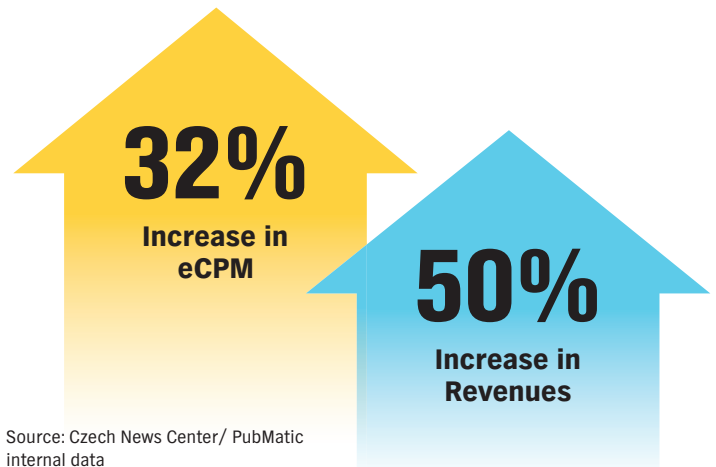
—Hubert Gall, Programmatic Strategist,
Czech News Center

OUR TAILORED APPROACH

- The Implementation of PubMatic's Multi-Size Ad feature lead to an increase in revenues by 50%.
- Addressed previous workflow challenges experienced by Czech News Center by tailoring product with extra streamlining functionality

SUCCESS BY THE NUMBERS

After turning on PubMatic's Multi-Size Ad feature:



Source: Czech News Center/ PubMatic internal data

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