

CASE STUDY

LEADING MEDIA COMPANY BOOSTS PMP REVENUES BY 30%

This leading media company has over 380 million page views each month. The company owns and operates publishing houses, weekly newspapers and several niche media outlets.

STORY BEHIND THE SUCCESS

With ad budgets frequently going unspent and inventory unmonetised, this leading media company was not realising the full potential of their ad campaigns. After attempts to optimise, the company sought a new partner who could help them unlock actionable performance insights and seamlessly manage private market-place deals.

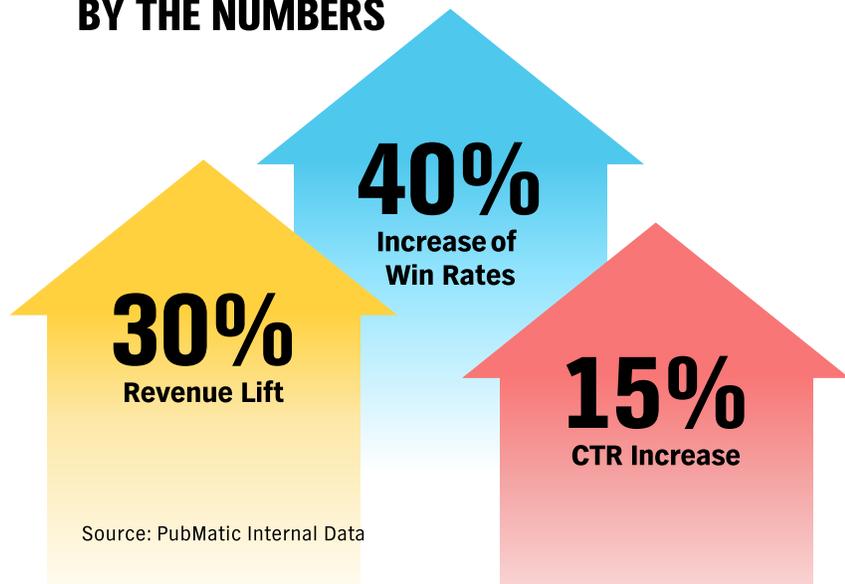
“ Private marketplaces are key to our programmatic strategy as these deals yield benefits for both the buy and sell sides of the deal. We are really happy with our partnership with PubMatic. PubMatic provided excellent support and an easy to use platform; PubMatic has an accessible UI for setting up and troubleshooting deals, as well as the self-service functionality is brilliant. We performed significantly better with PubMatic vs the other SSPs we tested particularly for match rate to DSPs, which helped us to exceed our goals.”

— Team Lead, Digital Sales,
Leading Media Company

THE SOLUTION: PUBMATIC PMP

PubMatic's first step was to conduct a deep dive into existing SSP integrations to identify underperforming partners and better optimise bid requests and win rates. Through a consultative approach, together the teams identified custom KPIs specific to the leading media company's revenue, viewability & click-through rate goals. Focusing on a Prebid header bidding integration, PMP deal set up and optimisation towards reach and viewability enabled this leading media company to deliver a 4X increase in bid requests and 10% lift in viewability.

BY THE NUMBERS



ABOUT PUBMATIC

PubMatic delivers superior revenue to publishers by being the sell-side platform of choice for agencies and advertisers. The PubMatic platform empowers independent app developers and publishers to maximize their digital advertising monetization while enabling advertisers to increase 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 14 offices and nine data centers worldwide.

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