

PubMatic + Kobe Shimbun

CASE STUDY

IDENTITY HUB

How a Premium Japanese News Publisher is Improving Monetization with PubMatic's Identity Hub.

Since deploying PubMatic's Identity Hub, Kobe Shimbun has dramatically improved their monetization, seeing lifts of up to 667% in ad spend.

THE CHALLENGE

Established in 1898, Kobe Shimbun is a leading Japanese daily newspaper based in Kobe, Japan. Kobe Shimbun has a range of widely read digital properties that are monetized via programmatic advertising; protecting this ad revenue is critical to its future success. Audience addressability is essential to ensure programmatic media buyers can recognize a publisher's audience and bid more on its inventory, maximizing publisher revenue and buyer campaign performance. In the absence of a suitable identity solution, buyers typically decrease spend. Following Google's announcement that it plans to phase out third-party cookies on the Chrome browser within the next two years, Kobe Shimbun needed to find alternative identity solutions to solve for audience addressability in the absence of third-party cookies. The publisher turned to PubMatic for help.

THE SOLUTION: IDENTITY HUB

PubMatic's Identity Hub helps publishers improve programmatic monetization and demand partners increase campaign performance through addressability. Built on industry-leading and trusted Prebid, and including an easy-to-use UI, analytics, and client support, Identity Hub enables publishers to easily support multiple IDs for each ad impression — ensuring buyers can recognize the publisher's audience and bid accordingly — independent of device or platform. Using Identity Hub, Kobe Shimbun was able to efficiently adopt multiple alternative IDs on two of their digital properties — Daily Sports and Kobe Shimbun Next — driving increases in programmatic revenue at no additional cost. Through the self-service tool, the publisher was able to test and learn the effectiveness of each ID solution. Identity Hub is ID agnostic and currently adding more partners.

SUCCESS BY THE NUMBERS

By switching on Identity Hub, Kobe Shimbun saw a significant uplift in ad spend and fill rate. Based on data from June, 2020.

667%

Average
ad spend lift ¹

1,321%

Average TTD
ad spend lift ²

263%

Average
fill rate lift ³

¹ Average lift in geCPM on all traffic vs. non-ID, non-cooked traffic

² Average lift in geCPM on TTD traffic vs. non-ID, non-cooked traffic

³ Average lift in fill rate on all traffic vs. non-ID, non-cooked traffic

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