

# PubMatic + RP ONLINE

## CASE STUDY

# OPENWRAP HEADER BIDDING

HOW PUBMATIC HELPED BOOST RP DIGITAL'S REVENUES BY 375%

RP Digital is publisher and operator of RP Online, one of the leading news portals in Germany for politics, business, sports and culture. The platform reaches 12 million unique users per month.

## STORY BEHIND THE SUCCESS

Prior to partnering with PubMatic in April 2019, RP Digital's ad inventory was sold by an exclusive national sales house. RP Digital aimed to become independent and was looking for a suitable header bidding solution to enable them to capture more programmatic revenue.

**"Boosting programmatic revenue and reducing operational challenges were key goals for our business. Since we implemented PubMatic's OpenWrap we have seen excellent growth in revenue from header bidding and the advanced reporting tools have brought us greater control."**

— **Nicole Dreyer, Chief Revenue Officer,**  
RP Digital GmbH

**"The OpenWrap solution provided enterprise-grade analytics tools that we had not previously experienced. Optimising timeouts centrally and switching between client-side and server-side made our header bidding implementation easier. As a result, we saw a 71% decrease in ad load time."**

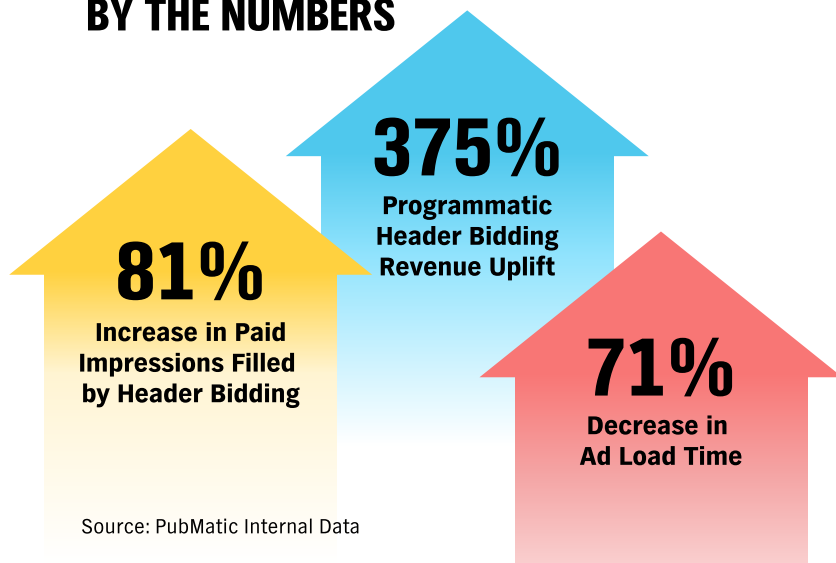
— **Sören Schachschal, Head Of Ad Technology and Ad Management,** RP Digital GmbH

## THE SOLUTION: PUBMATIC OPENWRAP

PubMatic worked closely with RP Digital to identify their wrapper requirements which were transparency, scale, control and ease of use. Powered by Prebid, PubMatic's OpenWrap solution was used to boost monetisation by increasing the number of demand partners that could bid on RP Digital's ad inventory. Additionally OpenWrap enabled RP Digital to increase the range of ad formats they could offer to advertisers.

This resulted in a 81% increase in filled paid impressions. Through continuous partnership and optimisation, programmatic revenue grew by 375% between Q3 2019 and Q1 2020.

## BY THE NUMBERS



Source: PubMatic Internal Data

## 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 maximise their digital advertising monetisation 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 eight data centers worldwide.

**For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)**