

PubMatic + 9GAG

CASE STUDY

OPENWRAP HEADER BIDDING

How Premium Publisher 9GAG Used A/B Testing To Select A Header Bidding Wrapper Solution and Improve Monetisation

With a global audience of over 200 million users and followers, 9GAG is a Hong Kong based social media platform, providing popular memes, breaking stories, GIFs and viral videos. After robust A/B testing of leading header bidding wrapper solutions, the publisher has moved their entire desktop and mobile web wrapper business over to PubMatic's Prebid-powered OpenWrap.

THE STORY BEHIND THE SUCCESS

As an organisation used to testing and learning, when it came to selecting a new wrapper solution to improve programmatic monetisation, 9GAG opted to run A/B tests to find the best partner.

9GAG constantly re-evaluates their stack and was keen to understand whether other wrapper solutions might drive better results for them compared to their incumbent wrapper.

9GAG selected PubMatic's Prebid-based OpenWrap to test against their incumbent and one other industry leading wrapper.

Despite the obvious benefits of testing wrapper solutions before implementing them, it is not standard practice amongst digital publishers.

9GAG'S TAILORED APPROACH

9GAG deployed a robust and randomized A/B testing methodology to compare header bidding wrapper performance. To ensure the tests were unbiased, objective and did not compromise ongoing monetisation, 9GAG utilised a previously developed randomized dice roll script to create test buckets and control the size of each bucket.

This dice-roll logic mechanism relies on two IDs—a Range ID and a Bucket ID—implemented by 9GAG, to ensure that all wrappers were given access to the same volume of traffic. A randomly generated Range ID is assigned to each user that visits a page, with cookies being used to determine repeat users.

A bucket ID is assigned to each wrapper with bucket range set as identical across all buckets. This setup gives each bucket the same probability of being assigned a user. Each bucket gets a very similar number of users assigned.

9GAG ensured the testing environments were fair and transparent for all test participants. This meant enforcing the same timeouts, bidders, and percentage of randomized global traffic. They also migrated from their wrapper provided consent manager platform to a neutral third-party provider. The tests were conducted over several months.

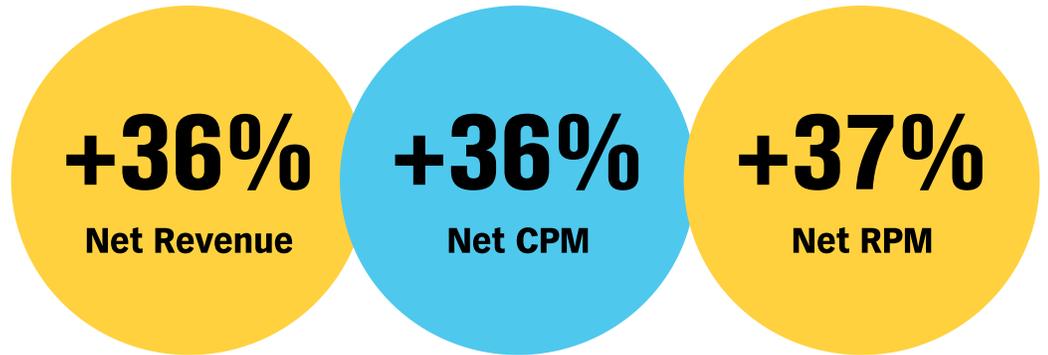


THE RESULTS

PubMatic outperformed both wrappers in driving net revenue, net CPM and net RPM*

Based on these results, 9GAG has migrated fully to PubMatic's OpenWrap solution on desktop and mobile web and has seen immediate improvements in monetisation.

*Revenue per mille / thousand page views



“A/B testing is baked into our DNA at 9GAG. We believe in making data-informed decisions based on real life results. Our process is to research, hypothesize, test, and decide. RFPs are great for initial research, but not enough to make an informed decision. Our hypothesis assumed another wrapper solution would drive the best results. A/B testing informed us that we were wrong. Making a decision based on our RFP would have left money on the table. PubMatic’s OpenWrap setup was simple and streamlined. They let the numbers speak for themselves. Their client service was responsive, informative, and always helpful.”

— Vincent So, Global VP, Head of Programmatic, 9GAG

PubMatic

ABOUT PUBMATIC

PubMatic delivers superior revenue to publishers by being an SSP of choice for agencies and advertisers. PubMatic's cloud infrastructure platform for digital advertising empowers independent app developers and publishers to increase monetization while enabling media buyers to drive return on investment by reaching and engaging their target audiences in brand-safe, premium environments across ad formats

and devices. Since 2006, PubMatic has been expanding its owned and operated global infrastructure and continues to cultivate 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