

CASE STUDY

PRIVATE MARKETPLACES

FUTURE PLC achieves a 69% increase in PMP revenues

Future Plc is a global, multi-platform media company. Every day, Future connects over 319 million people worldwide with their passions in fields such as video games, technology, and more.

STORY BEHIND THE SUCCESS

Private Marketplaces (PMPs) continue to offer the best combination of unparalleled access to unique audiences, quality assurance, and transparency. Future regards their PMP business as a priority core growth area in EMEA. As such, Future prioritised finding a partner who could help them achieve their PMP goals of increased PMP performance, scale and revenues.

“With a renewed strategy, we have been focused on growing our EMEA PMP business in order to maintain pace across our ever growing premium portfolio. Since 2019, PubMatic have offered multiple layers of support from navigating the complexities of the marketplace, to training our Ops team within the PubMatic UI. This will undoubtedly continue to have a positive impact on our business and the relationship we have built with the team at PubMatic has really helped to move the needle. From the offset, the team have been hugely professional, proactive and open to collaboration in utilising their demand relationships in order to align our PMP opportunities with premium advertisers.”

— Stephen Windegaard, Commercial Group Head,
Programmatic EMEA & LATAM, Future Plc

THE SOLUTION: PRIVATE MARKETPLACES

When Future moved PMP deals to PubMatic in 2019, they gained instant access to pre-existing buyer deals and private auctions. The PubMatic team took care of setup, troubleshooting, and reporting, areas in which Future lacked resources prior to partnering with PubMatic. Our dedicated team liaised with the top trading agency desks in the region to update them on Future's portfolio and packaged deals specific to the advertisers on Future's wish-list.

As a result of this partnership, Future experienced an average uplift of 69% in total PMP revenues during the period of Q1-Q3 2020 (monthly average vs. the beginning of the period).

BY THE NUMBERS

+69%

Average uplift
in total EMEA
PMP revenues

Source: PubMatic Internal Data

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