

CASE STUDY

CHEGG & VIDEO PMPs

Chegg Connects with Gen Z Collegiates and Achieves a 20%YoY Video PMP lift in Revenue

Chegg's mission is to improve the overall return on investment in education by helping students learn more in less time and at a lower cost. They look to connect brands with students during key moments, such as back-to-school, finals, graduation, and other highly engaging marketing opportunities.

THE STORY BEHIND THE SUCCESS

Chegg partnered with PubMatic to operate a large CPG client's video campaign programmatically through an exclusive video PMP deal, delivering the entire agreed upon budget at scale.

THE CHALLENGE

Chegg needed a programmatic partner who could enable them to connect with their partners and deliver on their promise of introducing students to products, services, and promotional offers relevant to their Gen Z/college experiences.

After experiencing difficulties with other SSPs in the past, they needed an SSP who could deliver video PMP deals that:

1. Provided simple setup
2. Offered exceptional reporting capabilities
3. Simplified troubleshooting
4. Delivered scale

Their ultimate goals were to capture the entire revenue estimated for those video PMP deals, ensuring both net revenue and deal impressions were achieved at 100%.

Chegg Selected PubMatic's video PMP Platform Because It Provided:



A DEDICATED ACCOUNT TEAM



SEAMLESS SETUP



FAST TROUBLESHOOTING



CLEAR & EASY PERFORMANCE REPORTING

Success by the numbers

(year-on-year with PubMatic)

+20%

YOY Increase in Spend from Chegg's CPG Client



SUCCESS THROUGH PUBMATIC

Having worked with PubMatic as a PMP partner previously, Chegg had been included in frequent PMPs sold, which ensured they regularly captured premium programmatic revenue. Based on this, when they were looking for partners to run video PMPs that their sales team were selling, they knew PubMatic was a great option—all of their deals they had previously run through the platform have always worked well.

In 2020, Chegg secured a programmatic video campaign with a large CPG client in order to reach Gen Z collegiates. Because of the successes they experienced from previous PMP deals made with us, they opted to run it through PubMatic.

As part of PubMatic's superior service, a dedicated team was readily available at any time for Chegg to ensure setup was easy and any issues they experienced were resolved quickly. As a result, Chegg's deal with their client scaled successfully on the PubMatic video PMP platform and they found that performance reporting was extremely easy to pull.

In partnership with PubMatic, Chegg's client's campaign delivered the entire budget that was initially discussed, ensuring their revenue projections were met.

KEY LEARNINGS

- Understand a campaign's KPIs and track them regularly to optimize proactively.
- PubMatic's automated reporting provided daily reports on viewability and VCR to stay ahead of any issues.

INTEGRATIONS ACTIVE

- Prebid.js

FORMATS USED

- Desktop video, In-stream

“PubMatic has a simple UI to facilitate deal set up and reporting, and their team is always available to help troubleshoot deals that have difficulties scaling.”

— Tariq Rakhange, Programmatic Advertising & PMP Specialist, Chegg

PubMatic

ABOUT PUBMATIC

PubMatic is a publisher-focused sell-side platform for an open digital media future. Featuring leading omnichannel revenue automation technology for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing nearly a trillion advertiser bids per day, PubMatic has created a global infrastructure to drive

publisher monetization and control over their ad inventory. Since 2006, PubMatic's focus on data and technology innovation has fueled the rise of the programmatic industry. Headquartered in Redwood City, California, PubMatic operates 14 offices and 8 data centers worldwide.

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