PubMatic + RP ONLINE

CASE STUDY
IDENTITY HUB SOLVES AUDIENCE ADDRESSABILITY
How PubMatic helped RP Digital increase fill rate by 8x

RP Digital, a leading news portal in Germany, provides daily news and content focussing on business, sports, and culture. According to RP Digital, the platform reaches 12 million unique users per month with 100 million-page impressions per month.

THE STORY BEHIND THE SUCCESS

Audience addressability is essential to ensure programmatic media buyers can recognise and understand publishers' audiences. Better audience insights enable media buyers to calculate more efficient bids which maximises campaign performance and publisher revenues. Identity solutions provide brands with the reassurance they need to invest budget. When a brand has little insight into the audience they are buying, they tend to decrease spend due to lack of confidence over what they are buying. In the absence of a third-party cookie solution, RP Digital sought an alternative identity solution to solve for audience addressability.

" We have enjoyed partnering with the Customer Success team at PubMatic. Together we have been able to manage the ID solutions that are the best fit for our business in a single platform. This has provided crucial time savings and improved operational efficiency compared to our previous setup. The curation of solutions is excellent and Prebid integration brings increased demand access for us. It is this combination together that makes Identity Hub and PubMatic the partner of choice for us."
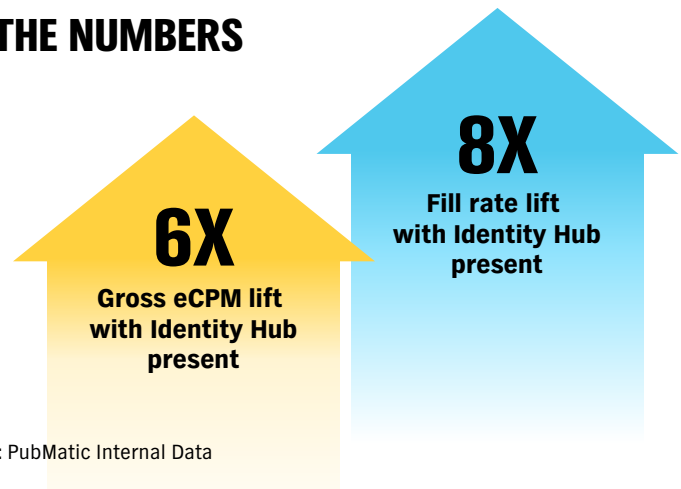
— **Sören Schachschal, Head Of Ad Technology and Ad Management, RP Digital GmbH**

THE SOLUTION: IDENTITY HUB

PubMatic's Identity Hub is a leading identity management tool that publishers trust to easily implement and manage curated identity solutions. RP Digital sought a partner that could help them achieve their audience addressability goals: to improve eCPMs, boost fill rates, and gain access to a range of premium identity partners. PubMatic's Identity Hub enabled RP Digital to select the ideal identity solutions from a number of premium solutions with the platform.

Identity Hub enabled RP Digital to increase gross eCPMs by 6x and boost fill rates by 8x in the cookieless browsers (Safari+Firefox) selected by RP Digital.

BY THE NUMBERS

6X Gross eCPM lift with Identity Hub present

8X Fill rate lift with Identity Hub present

Source: PubMatic Internal Data