CASE STUDY: OPENWRAP OTT
AGENCY SCALES OTT REACH 14X FROM UNIFIED AUCTIONS

Does header bidding bring scale to OTT? How does header bidding benefit buyers?

SET UP
In order to demonstrate the efficiency and scale benefits of OTT header bidding, PubMatic suggested a head-to-head test with PubMatic's OpenWrap OTT header bidding wrapper and a tag-based integration from another SSP that specializes in video and CTV. Both deals were set up via a single Deal ID from the same publisher for testing consistency. The test ran for 30 days.

RESULTS
PubMatic's OpenWrap OTT header bidding wrapper outperformed the tag-based integration across all categories for this agency.

<table>
<thead>
<tr>
<th>Integration Type</th>
<th>PubMatic Unified Auction via OpenWrap OTT</th>
<th>Competitor SSP Tag-based</th>
<th>PubMatic PERFORMANCE DELTA</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPM</td>
<td>19.91</td>
<td>20.17</td>
<td>-1.3%</td>
</tr>
<tr>
<td>Avails</td>
<td>332MM</td>
<td>238MM</td>
<td>39.5%</td>
</tr>
<tr>
<td>Win Rate</td>
<td>17%</td>
<td>4.60%</td>
<td>3.7X</td>
</tr>
<tr>
<td>Wins</td>
<td>172,251</td>
<td>12,065</td>
<td>14.3X</td>
</tr>
</tbody>
</table>

GREATER INVENTORY ACCESS
Unified auctions conducted through OpenWrap OTT produced 39.5% more bid opportunities vs. the tag integration.

HIGHER WIN RATES
Win rates through OpenWrap OTT were 3.7x higher and total wins were 14x higher than from tag integrations, thanks to the combination of more bid opportunities and ability to compete at a higher priority in a unified auction.

MORE EFFICIENT CPMs
CPMs from OpenWrap OTT were 1.3% lower than the tag integrations due to transparent and dynamic bid opportunities vs. fixed fee deals.

This case study is for demonstration purposes only. The results of this case study are not guaranteed, and actual results may vary.

Ready to bring the efficiency and scale of header bidding to your OTT and CTV campaigns? Contact us: USadsols@pubmatic.com