

## CASE STUDY: PMP-G

# DENTSU BOOSTS VIEW-THROUGH RATE WITH PUBMATIC'S PRIVATE MARKETPLACE GUARANTEED

**Dentsu helps brands grow their customer base and increase loyalty through best-in-class expertise in programmatic media and data-driven digital campaigns. Dentsu is the trusted source for programmatic buying and audience management solutions.**

## STORY BEHIND THE SUCCESS

Dentsu's programmatic team were looking for a partner that could enable them to increase view-through-rate (VTR) in order to maximise performance. In this case the advertiser sought to drive brand awareness and product preference among active shoppers looking to make a purchase. The strategy behind the campaign was to activate highly viewable, in-stream placements to deliver a VTR of more than 70%.

Private Marketplace Guaranteed (PMP-G) continues to offer an ideal combination of direct-sold and open market inventory at a higher priority, with the data targeting efficiency and scale of RTB. This means that PMP-G delivers highly viewable ads with impressive access to premium, brand safe inventory. Additionally, using PubMatic's PMP-G solution provided Dentsu with an independent solution to reduce their reliance on walled gardens. Future Plc, a British media company that publishes more than 50 websites, has an existing relationship with PubMatic as their preferred partner and was the chosen publisher partner to test campaign performance.

## SOLUTION

PubMatic's API with DV360 enabled the PMP-G deal to be automatically pushed into Dentsu's preferred seat, providing a seamless transaction and eliminating operational differences when buying PMP-Gs with Future Plc.

1. Dentsu briefed PubMatic on the campaign strategy and target audience
2. The PubMatic team quickly created deals with guaranteed line items and pushed them to the demand-side platform (DSP)
3. The campaign exceeded the VTR target and delivered client budget well above the amount Dentsu typically sees on PMP-G campaigns

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We have a great relationship with the Ad Solutions team at PubMatic, and this partnership has resulted in another successful campaign. PubMatic is in a prime position to empower the collaboration between buyers and sellers, while always being on hand to provide advice. Using a PMP-G approach enabled us to rely on a different SSP without sacrificing performance. PubMatic's API with DV360 made automatically pushing the PMP-G we set up into our preferred seat effortless. The fact that PubMatic has integrations with premium publishers like Future Plc made this possible and meant that any troubleshooting was dealt with much more efficiently.

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JOE CAMP  
SENIOR MEDIA PARTNERSHIPS  
MANAGER, DENTSU

## SUCCESS BY THE NUMBERS

98%

of Budget  
Delivered

82%

View-Through  
Rate