PubMatic

ONE OF JAPAN'S OLDEST DAILY NEWS PUBLICATIONS IS IMPROVING MONETIZATION WITH PUBMATIC'S IDENTITY HUB

Since deploying PubMatic's Identity Hub, the Asahi Shimbun has improved programmatic monetization, seeing lifts of up to 55 x in ad spend.

CHALLENGE

As one of the five national newspapers in Japan, the Asahi Shimbun distributes a daily average of 5.16 million copies of its morning edition.

The Asahi Shimbun relies on programmatic advertising for monetization; protecting this ad revenue is key.

Audience addressability allows programmatic media buyers to recognize a publisher's audience and bid more on its inventory, maximizing publisher revenue and buyer campaign performance. Without a suitable identity solution to allow for addressability, buyers typically decrease spend.

Following Google's plans to phase out third-party cookies on the Chrome browser by 2022, the Asahi Shimbun turned to PubMatic to help explore alternative identity solutions and solve for long term audience addressability in the absence of third-party cookies.

SOLUTION: IDENTITY HUB

PubMatic's Identity Hub solution helps publishers improve programmatic monetization and helps demand partners increase campaign performance by improving addressability.
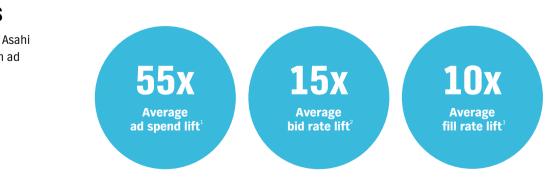
Built on industry-leading and trusted Prebid, and including an easy-to-use UI, analytics, and client support, Identity Hub enables publishers to easily support multiple ID partners – ensuring buyers can recognize the publisher's audience and bid accordingly.

Using Identity Hub, the Asahi Shimbun was able to quickly and efficiently adopt multiple alternative IDs - driving increases in programmatic revenue at no additional cost. Through the self-service tool, the publisher was able to test and learn the effectiveness of each ID solution available in Identity Hub.

Identity Hub is able to integrate with most identity partners and is currently adding more ID solution partners.

SUCCESS BY NUMBERS

By switching on Identity Hub, the Asahi Shimbun saw significant uplifts in ad spend, bid rate and fill rate.*

55x Average ad spend lift[1]

15x Average bid rate lift[2]

10x Average fill rate lift[3]

* Based on data from March 2021
[1] Average lift in GeCPM on non-cookied web traffic with identity data vs. non-ID traffic
[2] Average lift in bid rate on non-cookied web traffic with identity data vs. non-ID traffic
[3] Average lift in fill rate on non-cookied web traffic with identity data vs. non-ID traffic