

## CASE STUDY: IDENTITY HUB

# HOW THAILAND'S MOST VISITED NEWS SITE IS IMPROVING MONETIZATION WITH PUBMATIC'S IDENTITY HUB

Since deploying PubMatic's Identity Hub, Sanook.com has improved programmatic monetization, seeing lifts of up to 132% in ad spend.

### THE CHALLENGE

In its twenty-third year of operation, Sanook.com is Thailand's most visited news sites and is one of the longest operating local websites.

Sanook.com 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.

With the deprecation of the third-party cookie still on the horizon, despite a temporary reprieve — smart publishers are looking for ways to stay ahead of these industry changes. Sanook.com turned to PubMatic to help explore alternative identity solutions and solve for long term audience addressability in the absence of third-party cookies.

### SUCCESS BY THE NUMBERS

By switching on Identity Hub, Sanook.com saw significant uplifts in ad spend, bid rate and fill rate.\*

**132%**  
Average  
ad spend lift<sup>1</sup>

**451%**  
Average  
bid rate lift<sup>2</sup>

**218%**  
Average  
fill rate lift<sup>3</sup>

\* Based on data from June 2021

<sup>1</sup> Average lift in GeCPM on non-cookied Firefox and Safari traffic with identity data vs. non-ID traffic

<sup>2</sup> Average lift in bid rate on non-cookied Firefox and Safari traffic with identity data vs. non-ID traffic

<sup>3</sup> Average lift in fill rate on non-cookied Firefox and Safari traffic with identity data vs. non-ID traffic