

CASE STUDY: OPENWRAP .JS API

HOW THE DIGITAL ARM OF INDIA'S LARGEST MEDIA CONGLOMERATE BOOSTED MONETIZATION WITH PUBMATIC'S .JS API INTEGRATION

Since deploying PubMatic's OpenWrap .js API integration, Times Internet has improved their monetization, seeing lifts of up to 144% in ad spend.

THE CHALLENGE

Times Internet is the digital arm of the Times Group, the largest media conglomerate in India. Operating digital properties across numerous verticals – including news, entertainment, sports, and music – they reach over 110 million daily active users.

Ensuring optimal user experience on their properties is critical to the long-term success of Times Internet. A study conducted by Google AdSense revealed that both Core Web Vitals scores and the page load times impact ad revenue. Sites that load within five seconds or less generate twice as much revenue as slower ones, and ads are up to 25% more viewable.

Following Google's recent announcement that it will place more weight on Core Web Vitals scores, Times Internet was keen to understand how a header bidding wrapper integration could impact both performance and site user experience. They chose to collaborate with PubMatic.

SUCCESS BY THE NUMBERS

By switching to PubMatic's OpenWrap .js API integration, Times Internet saw significant uplifts in ad spend and fill rate as a result of optimized wrapper performance. Due to decreased page load times, the publisher also benefited from improved Google Core Web Vitals scores.*

THE SOLUTION: OPENWRAP .JS API

Migrating to the latest .js API integration delivers improved wrapper performance for publishers, positively impacting both monetization and site user experience due to decreased page load times.

PubMatic's OpenWrap is a premium wrapper solution built on Prebid that gives publishers access to innovative custom management tools and performance optimization insights to unlock new revenue opportunities.

The PubMatic Customer Success team worked together with Times Internet's technology, product, and ad operations teams to move the publisher from standard OpenWrap integrations across to OpenWrap.js.api.

PubMatic ran end-to-end tests across dozens of digital properties to ensure consistent, positive change.

144%
Average
ad spend lift¹

709%
Average
fill rate lift²

* Based on data from January 2020 - March 2021

¹ Average lift in GeCPM across all web and mobile web traffic before and after the integration

² Average lift in fill rate across all web and mobile web traffic before and after the integration