

CASE STUDY: OPENWRAP HEADER BIDDING

KRONE MULTIMEDIA INCREASE REVENUE BY 43% WITH PUBMATIC'S OPENWRAP

Krone Multimedia is one of Austria's largest independent news publishers; over 45% of all Austrians use krone.at as their key news site.

STORY BEHIND THE SUCCESS

Before partnering with PubMatic, Krone Multimedia relied on server-side integrations from just two channel partners. In order to grow their digital advertising business, Krone Multimedia identified that they needed to partner with a limited number of trusted SSPs. Due to limited resources, Krone Multimedia needed a technology platform with streamlined workflows and easy to use optimisation tools to save development time.

Krone Multimedia identified PubMatic's header bidding solution — OpenWrap — as the best solution to give them the control and transparency required to grow their digital advertising revenue. OpenWrap's ability to support omnichannel, client-side integrations enabled Krone Multimedia to quickly gain access to increased demand as well providing advanced management and analytics tools for faster, smarter optimisation decisions. In addition, due to OpenWrap being built on Prebid.js, this foundation allowed for Krone Multimedia to have greater control with added transparency and fairness in auctions.

SOLUTION

1. The PubMatic team showcased the OpenWrap solution which provided Krone Multimedia with the confidence they needed in the flexibility of the Prebid.js open-source integration and the easy-to-use platform
2. Prior to set-up Krone Multimedia and PubMatic agreed on a strategy that included omnichannel support for increased scale and client-side integration parameters to ensure they gained actionable insights
3. Since using OpenWrap, Krone Multimedia has seen a 55% increase in paid impressions filled by header bidding and have increased revenue by 43% compared to their two existing SSP integrations

SUCCESS BY THE NUMBERS

55%

Increase in paid impressions filled by header bidding

43%

Yield uplift vs two existing SSP integrations

“ We were impressed by the PubMatic team from day one. They took the time to understand our goals and challenges and provided a clear strategy with full transparency into how the technology would operate. OpenWrap has surpassed our expectations, performing well above our previous solutions and has saved our teams a significant amount of time which has enabled them to focus on more strategic projects to propel us into the next phase of our digital advertising offering and improving the user experience. Today, the team continues to impress us with their level of ongoing optimisation and troubleshooting support. ”

TOBIAS HAUSCHILD
HEAD OF AD TECHNOLOGY,
KRONE MULTIMEDIA