Summit Media is the largest digital lifestyle network in the Philippines with over 31 million unique monthly users across 12 websites. Since deploying PubMatic’s Identity Hub, Summit Media has dramatically improved its monetization seeing lifts of up to 327% in ad spend.

**THE CHALLENGE**

In April 2018, Summit Media announced the closure of its last six print magazine properties in a move to reinvent itself for today’s digital audience. The company 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. With PubMatic, Summit Media explored solutions for alternative identity and long-term audience addressability in the absence of third-party cookies.

**SUCCESS BY THE NUMBERS**

By switching on Identity Hub, Summit Media saw significant uplifts in ad spend, bid rate and fill rate.*

<table>
<thead>
<tr>
<th>Lift</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average ad spend lift</td>
<td>327%</td>
</tr>
<tr>
<td>Average bid rate lift</td>
<td>22%</td>
</tr>
<tr>
<td>Average fill rate lift</td>
<td>267%</td>
</tr>
</tbody>
</table>

*Based on data from June 2021

As we look to the future, we wanted to ensure our digital properties were well set up for the post-cookie world. PubMatic’s Identity Hub allowed us to test and learn with various alternative IDs and the reporting offered meant we could immediately see the performance impact of alternative ID on non-cooked traffic.

**MONETTE DE LEON**

HEAD OF PROGRAMMATIC SALES, SUMMIT MEDIA

©2021 PubMatic, Inc. PubMatic is a registered trademark of PubMatic, Inc., U.S. Pat. & Tm. Off. and other countries. Other trademarks are the properties of their respective owners.