

## CASE STUDY: IDENTITY HUB

# HOW THE LARGEST DIGITAL LIFESTYLE NETWORK IN THE PHILIPPINES IMPROVED MONETIZATION BY 327%

**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.\*

**327%**

Average ad spend lift<sup>1</sup>

**22%**

Average bid rate lift<sup>2</sup>

**267%**

Average fill rate lift<sup>3</sup>

### THE 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, Summit Media 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.

“ 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

\* Based on data from June 2021

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

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

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