

CASE STUDY: OPENWRAP FOR ACCELERATED MOBILE PAGES CAIRORCS MEDIA INCREASE REVENUE BY 2X WITH PUBMATIC'S OPENWRAP FOR AMP

CAIRORCS MEDIA is an international publishing group that operates in daily newspapers, magazines, new-media and digital platforms with a weekly audience reach of 47 million.

STORY BEHIND THE SUCCESS

Before partnering with PubMatic, CAIRORCS MEDIA worked with a sole partner to monetise their AMP traffic. CAIRORCS MEDIA recognised that they needed to diversify their monetisation strategy on AMP inventory. The benefit of this would be to open up new revenue opportunities outside of the walled gardens and mobile web, add additional layers of monetisation for AMP traffic & open new opportunities to run deals targeting AMP traffic. Due to limited resources, CAIRORCS MEDIA required a technology partner who could provide a very high service level, complete with strategy, technical support, and enterprise-level reporting functionality.

CAIRORCS MEDIA identified PubMatic's OpenWrap as the best solution for an additional layer of monetisation for AMP traffic to boost their revenues, fill rates and eCPM outside of mobile web inventory.

SOLUTION

1. The PubMatic team showcased how OpenWrap improves monetisation of AMP traffic, providing the CAIRORCS MEDIA team full assurances on the functionality of the solution, its flexibility and it's easy-to-use platform.
2. The set-up was done by onboarding OpenWrap onto the available slot in the RTC config (a wrapper created to manage AMP inventory) being used by CAIRORCS MEDIA. The set-up was first tested on display formats across two of CAIRORCS MEDIA's leading properties, Gazzetta and Corriere.
3. PubMatic worked very closely with CAIRORCS MEDIA providing full support on Google Ad Manager set-up, user syncing and client queries.
4. After successful tests, OpenWrap was applied on AMP inventory across the entire CAIRORCS MEDIA network.

“ Over the course of working together, we have built a great relationship with the team at PubMatic. We were impressed from the original presentation and the suggested strategy of testing across two of our leading titles with continuous optimising from the reporting insights. The PubMatic team was able to improve the consistency and results of our AMP inventory, and this was due to the OpenWrap product as well as the PubMatic team's high customer service, strategy, and tech support levels. ”

MICHELA GALEAZZI
HEAD OF PROGRAMMATIC
CAIRORCS MEDIA

SUCCESS BY THE NUMBERS

2X

Revenue uplift compared to mobile web

4X

Fill rate uplift compared to mobile web

+20%

eCPM uplift compared to mobile web