

CASE STUDY: OPENWRAP

HOW A PIONEER NEWS ORGANIZATION IN INDIA BOOSTED PROGRAMMATIC REVENUE WITH PUBMATIC

NDTV has improved their overall programmatic monetization since consolidating all digital properties under PubMatic's OpenWrap, seeing CPM lifts of up to 30%.

THE PUBLISHER

NDTV (New Delhi Television) is, and has been for more than a quarter of a century, a pioneer in India's news television and digital journalism. Today, NDTV is the most watched news network in India. Now primarily an internet company across web, mobile web, and mobile applications, NDTV has diversified coverage to verticals including auto, e-commerce, food, and lifestyle.

THE CHALLENGE

Header bidding wrappers give publishers increased control of their programmatic revenue but can be challenging to set up and maintain. NDTV had integrations with three leading wrapper solutions: PubMatic's OpenWrap, Prebid.js, and another leading Prebid-based wrapper – with each monetizing a different portion of their inventory. This led to challenges in reporting and the hassle of managing multiple wrapper solutions.

SUCCESS BY THE NUMBERS

By unifying under a single wrapper solution, PubMatic's OpenWrap, NDTV saw significant uplifts in their CPMs.



THE SOLUTION: PUBMATIC'S OPENWRAP

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

After noting differences in the performance of the three wrappers, NDTV conducted tests to establish the best performing wrapper. PubMatic's OpenWrap outperformed all other wrapper solutions and NDTV made the decision to consolidate all their programmatic inventory under OpenWrap.

The local PubMatic Customer Success team worked together with NDTV's technology and ad operations teams to unify programmatic monetization through OpenWrap, and continues to run end-to-end tests to ensure consistent, positive change.

“ We found it challenging to manage multiple header bidding wrappers across the various sites and apps. With PubMatic's OpenWrap, we had an all-in-one solution that made it easy to manage and report performance across all our digital properties. ”

AHTESHAM ALI
VP, OPERATIONS AND PRODUCT MONETIZATION
NDTV

¹ Based on the CPMs across all programmatic channels before vs after consolidating under OpenWrap, from January - August, 2021