

EIGHT WAYS TO REV UP YOUR HOLIDAY REVENUE THIS YEAR

Time flies and another holiday season is on the way. In the ad tech world, we are all gearing up for the peak seasonality at the end of the year. As in Q4 2020, many of us will continue to shop online – the new normal. Buyers have embraced this change and welcomed it by assigning more budget to programmatic to intelligently reach their target audiences online.

Digital publishers can deploy a series of tactics and optimizations now to make your audience and your ad inventory more attractive to buyers. These ideas can help maintain and maximize monetization.

❑ 1. ADD ALTERNATIVE IDS

While the cookie will still be useful for targeting into 2023, buyers are already testing new alternative identity solutions. These IDs, like those from LiveRamp and ID5, not only help publishers test and learn about identity management, but they drive new incremental spend from advertisers looking for new IDs. If you aren't live with alternative IDs this holiday season, you may see spend go to your competition.

❑ 2. OPTIMIZE YOUR SUPPLY

Audit ads.txt to make sure the PubMatic ads.txt entry is listed on all your active publishers. Ensure your sellers.json and SCO are accurate to avoid uninterrupted buying. Check if your top publishers are activated in your PubMatic account and DSPs are buying them. Reassess your supply to match top performing advertiser verticals such as Shopping, Style & Fashion, Technology, Finance, and Travel.

❑ 3. TUNE-IN CTV

“The airwaves” take on new meaning this holiday season with the continuing explosion in consumer consumption and advertiser interest in CTV. Buyers want as much information as possible on your programming, such as content genre and show title, so be sure to include that in the bid requests you send to your SSP partners. Set up meetings between you, your CTV ad server and/or wrapper, and your SSP to review bid-request-level data and ensure that all information is being passed through the chain as intended.

❑ 4. BRING YOUR FIRST-PARTY DATA TO THE HOLIDAY PARTY

If you have content areas that routinely sell out, develop an audience extension strategy now to allow your advertisers the ability to target your high-value audiences off-site, driving advertiser satisfaction while providing you a new revenue stream. PubMatic's Audience Encore solution safely and securely allows publishers and data companies to control buyer access and curate the sites where these data segments can be targeted.

❑ 5. INCREASE YOUR VIEWABILITY

DSP-level buying patterns show a shift in spend to high-viewability inventory placements. Ad buyers want performance from their ads – any format on any device – and increasing viewability provides consumers with more opportunity to engage with advertisers buying on your sites.

❑ 6. HOLIDAY SALES AT THE RIGHT PRICE

It's the right time to take another look at your pricing floors. Better results should come from ensuring consistency across all your SSPs, and you'll want to set fair floors that drive buyer interest today and performance for the advertisers. Take a longer view of your business strategy and think twice before setting a high floor because of holiday demand – you may disappoint buyers who may not return next year.

□ 7. CONNECT TO ALL BUYERS

Is an SSP you work with not connected to DSPs that buy through other SSPs? Let them know and through a simple audit you can drive increased bid activity with SSPs, building new buyer connections to your inventory.

□ 8. SPO IS THE GIFT THAT KEEPS ON GIVING

Some SSPs are building preferred supply path optimization (SPO) relationships with agency holding companies, independent agencies, and direct ad buyers. These SPO buyers are working with SSPs like PubMatic to deploy custom ad tech, build curated marketplaces, and drive efficient rates to enhance ad performance. Ask your SSP about what they are doing for you around SPO and how you can benefit from this important buyer tactic during the holiday season.

Reach out to your PubMatic account manager to learn more and put these ideas to work for you. If you take advantage of some of these ideas you're likely to have a holiday season to remember!

ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) delivers superior revenue to publishers by being an SSP of choice for agencies and advertisers. PubMatic's cloud infrastructure platform for digital advertising empowers independent app developers and publishers to increase monetization while enabling media buyers to drive return on investment by reaching and engaging their target audiences in brand-safe, premium environments across

ad formats and devices. Since 2006, PubMatic has been expanding its owned and operated global infrastructure and continues to cultivate programmatic innovation. PubMatic operates 15 offices and eight data centers worldwide.

For more information, please contact us at info@pubmatic.com