

CASE STUDY:

KUEEZ INCREASES REVENUE BY 460% WITH PUBMATIC'S PREBID AND IDENTITY HUB SOLUTIONS

Kueez is a global content platform with more than 60 websites. Kueez's technology platform serves over 4 billion impressions per month in multiple languages and regions, improving the entire publishing cycle, helping publishers to succeed and advertisers to reach their KPIs.*

STORY BEHIND THE SUCCESS

Analysis of Kueez's reseller model highlighted areas for improvement in supply path optimisation (SPO) and win rates that would result in higher revenues across their 60+ owned and operated websites. The reseller model was time-consuming meaning that there was a gap in the team's capacity to strategically optimise content.

In addition, Kueez identified that the deprecation of third-party cookies created a need for a technology partner that could increase audience addressability, and therefore revenue, via identity solutions.

Kueez selected PubMatic as their technology partner of choice to address these challenges and meet their business objectives of transitioning to a direct partnership model, increasing programmatic revenue and eCPMs, and improving the quality of advertising at scale.

SOLUTION

- PubMatic created a custom prebid.js integration and Kueez implemented PubMatic's Identity Hub – a solution designed to increase audience addressability using multiple identity partners
- SPO was undertaken using PubMatic's technology to minimise reseller ads.txt lines, reducing the number of calls to PubMatic from ad seats to improve win rates and boost domain rankings
- Kueez used A/B testing to compare PubMatic's performance against other supply-side platforms (SSPs). Results proved that PubMatic was one of the top-performing SSPs

“ The PubMatic team showed a deep understanding of our challenges and had a clear vision to revamp our setup including creating a direct, 1:1 model and mapping accounts in ways that would generate more revenue. The PubMatic user interface has enabled us to regain control – we now have our own real time bidding rules, blocklists, and complete autonomy over our auction mechanics & access to greater reporting insights. ”

HILI DAVID
DIRECTOR OF BUSINESS
& OPERATIONS, KUEEZ

SUCCESS BY THE NUMBERS

+460%

Boost in revenue^{**1}

+200%

Boost in win rate^{**2}

+7%

Boost in video eCPM per player load^{**3}

* Source: Kueez internal data

** Since moving from reseller model to direct partnership with PubMatic

¹Based on PubMatic data

²Based on data from Kueez's ad server combined with Kueez internal data

³Based on Kueez internal data & Kueez video player vendor data