

CASE STUDY: IDENTITY HUB

HOW A PREMIUM SALES HOUSE IN JAPAN IMPROVED PUBLISHER MONETIZATION WITH PUBMATIC

Since onboarding PubMatic's Identity Hub, FourM has dramatically improved the monetization capabilities of its customers seeing lifts of up to 1.5x.

THE BACKGROUND

Parent company, AnyMind Group, was founded in April 2016 and has since expanded to 13 markets and 17 offices worldwide. As the sales house arm, FourM offers a consulting service and technical & operational support, including AnyManager, parent company AnyMind's all-in-one publisher support platform for its customers.

These publisher customers rely on programmatic advertising for monetization; protecting this ad revenue is key.

THE CHALLENGE

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.

FourM had initially used an industry-leading identity partner management solution but faced difficulties in implementing multiple IDs and measuring & reporting performance.

SUCCESS BY THE NUMBERS

By integrating Identity Hub into AnyManager, FourM saw significant uplifts in ad spend, bid rates, and match rates across their publisher customers.*

1.5x¹

Average ad
spend lift

4.9x²

Average bid
rate lift

13x³

Average match
rate lift

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 users to easily support multiple ID partners — ensuring buyers can recognize a publisher's audience and bid accordingly.

By integrating Identity Hub with parent company AnyMind's AnyManager platform, FourM could quickly and efficiently help their publisher customers adopt multiple alternative IDs, driving increases in their customers' programmatic revenue at no additional cost. Through the self-service tool, FourM 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 a long-time customer of PubMatic, we've grown our business with them and are confident in their solutions. The integration of our all-in-one platform, AnyManager, with Identity Hub allowed us to easily adopt any identity partners, measure their effectiveness, and deploy this across our publishers.”

KAZUMA WATAMOTO,
DIRECTOR, FOURM INC.

* Data from September 2021

¹ Based on GeCPM from non-cooked Firefox and Safari traffic with identity data vs. non-ID traffic via PubMatic

² Based on non-cooked bid rate from Firefox and Safari traffic with identity data vs. non-ID traffic via PubMatic

³ Based on match rates from Firefox and Safari traffic with cooked data vs. non-cooked ID traffic via PubMatic