

CASE STUDY: IDENTITY HUB

PUBMATIC'S IDENTITY HUB HELPS diDNA SCALE IDENTITY ACROSS THEIR NETWORK

diDNA was designed from the ground up to allow publishers to compete for the highest ad revenue. diDNA is in a period of hyper-growth, experiencing 200% YoY growth* with top-tier, global publishers, and was looking to protect and grow future monetization for their network.

STORY BEHIND THE SUCCESS

diDNA wanted to deliver scaled solutions for monetization without third-party cookies for their network of 40,000 publishers. Additionally, diDNA wanted to provide valuable identity insights to help their network make informed decisions.

diDNA began by evaluating individual identifier solutions. They found these solutions required maintenance of separate libraries and weekly technology updates, which would be incredibly resource-intensive for their publisher network.

PubMatic recommended diDNA implement Identity Hub, which helps publishers implement, manage and test multiple identifier solutions.

THE SOLUTION: PUBMATIC'S IDENTITY HUB

The Identity Hub identity management solution promised to help boost fill rates and geCPM rates — making this compelling for diDNA to offer to their publisher network, while at the same time reducing technical resource dedication.

When it came to setup, diDNA and their network faced no operational hurdles with the integration, which was seamlessly completed in a matter of weeks.

Additionally, monthly reporting has provided a detailed view of identity performance at the network level, showcasing months of data segmentation which will help diDNA and their partners optimize their approach to identity.

With Identity Hub, diDNA publisher usssalive.com achieved a 140% increase in header bidding CPM, and increased winning header bidder impressions by 4.5X.

diDNA can now focus on improving their product offering and their core strengths to drive monetization innovation for publishers.

“ Identity Hub has removed all the heavy lift for us. In the identity partner space, nothing we tried came close to how simple it was to get Identity Hub live. This success has given us the ability and motivation to start deeper integrations with the PubMatic technology stack, including ensuring the capability for our publishers to use OpenWrap with our platform, as well as beginning to work together on our CTV monetization. ”

DEKE HOOPER
CEO AND FOUNDER
DIDNA

SUCCESS BY THE NUMBERS

326%

Fill Rate
Lift

407%

geCPM
Growth

+19%

eCPM
Growth

*Based off diDNA data.
All other data PubMatic internal data.