

With a global audience of over 200 million users and followers, 9GAG is a Hong Kong based social media platform, providing popular memes, breaking stories, GIFs, and viral videos.

THE CHALLENGE

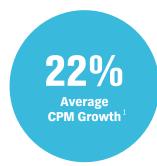
Choosing the right in-app header bidding solution helps scale demand and improve an app's user experience.

Before partnering with PubMatic, 9GAG was solely reliant on a leading server-side, black box header bidding solution for its in-app monetization, but was restricted to a limited pool of bidding partners.

The publisher was keen to explore whether working with a transparent, Prebid-based header bidding solution could help improve auction competitiveness and deliver better programmatic ad revenue.

SUCCESS BY THE NUMBERS

By integrating both in-app monetization solutions, 9GAG saw significant uplifts in CPM and in-app programmatic revenue.





THE SOLUTION: OPENWRAP SDK

PubMatic's Prebid-based OpenWrap SDK seamlessly integrates multiple demand partners, including major ad exchanges and DSPs, and allows publishers to leverage enterprise-grade analytics. Publishers can uncover new insights on how to optimize yield and manage demand partners in a cloud-based UI—without requiring changes to the SDK, app, or app store approval.

Inventory is auctioned to cloud demand sources in unison based on real-time prices-a business model that offers publishers efficiency, transparency, and more revenue. OpenWrap SDK can be integrated using an ad server, no ad server, or within an existing mediation solution.

44

In exploring methods to increase monetization efficiency, OpenWrap SDK expanded the selection of in-app bidding partners available to us and generated the increase in auction competitiveness, revenue, and transparency that we were looking for.

77

ANDREW WU PROGRAMMATIC MANAGER 9GAG

^{* 9}GAG internal data Data from January – September, 2021

¹Based on eCPMs before vs after implementing OpenWrap SDK

² Based on all programmatic revenue monetized through the open marketplace via Android and iOS