

## CASE STUDY: OPENWRAP SDK

# HOW A POPULAR SOCIAL MEDIA PLATFORM IS IMPROVING IN-APP MONETIZATION WITH PUBMATIC'S OPENWRAP SDK

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.

22%

Average CPM Growth<sup>1</sup>

51%

In-App Programmatic Revenue Growth<sup>2</sup>

### 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.

“ 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. ”

ANDREW WU  
PROGRAMMATIC MANAGER  
9GAG

\* 9GAG internal data

Data from January - September, 2021

<sup>1</sup> Based on eCPMs before vs after implementing OpenWrap SDK

<sup>2</sup> Based on all programmatic revenue monetized through the open marketplace via Android and iOS