SUCCESS BY THE NUMBERS

101% eCPM in cookieless browsers

255% Fill rate

615% RPM across cookieless browsers

**THE CHALLENGE**

Today, approximately 40% of the browser market is already cookieless (e.g., Safari, Firefox, Edge)—and with the deprecation of third-party cookies on the horizon, publishers must implement a durable solution to withstand industry headwinds.

**THE SOLUTION: IDENTITY HUB + LIVERRAMP ATS**

PubMatic and LiveRamp partnered to offer publishers leveraging PubMatic Identity Hub with a people-based identity solution to monetize their inventory in cookieless environments—all while facilitating end-to-end addressability across the advertising ecosystem and prioritizing consumer privacy.

**THE RESULTS**

LiveRamp and PubMatic found that 145 publishers using ATS via Identity Hub achieved higher CPMs on Safari and Firefox (web and mobile web), and increased their ability to convert ad requests to served impressions across their inventory. This further supports the efficacy and durability of Identity Hub and ATS across browser environments, today and in the future.

"Authenticated inventory simply performs better, and is a huge incentive when we’re having conversations with our top advertisers. In leveraging ATS with PubMatic’s Identity Hub, we’ve been able to realize significant outcomes and monetize our inventory without third-party cookies, while also providing enhanced value to consumers via more impactful and personalized experiences."

**CASE STUDY: IDENTITY HUB**

PubMatic and LiveRamp partnered to offer publishers leveraging Identity Hub with a people-based identity solution to help more effectively monetize their inventory.

"Brandt Best
Director of Programmatic
FloSports"