

CASE STUDY: IDENTITY HUB

PUBLISHERS SIGNIFICANTLY INCREASE FILL RATE, YIELD, AND OVERALL REVENUE ACROSS COOKIELESS BROWSERS GLOBALLY

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

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 + LIVERAMP 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.

SUCCESS BY THE NUMBERS

101%

eCPM in
cookieless
browsers

255%

Fill rate

615%

RPM across
cookieless
browsers

“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.”

BRANDT BEST
DIRECTOR OF PROGRAMMATIC
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