

## CASE STUDY

# HOW PUBMATIC'S PREMIUM INVENTORY AND GOOGLE AUDIENCES DELIVERED BETTER OPEN MARKET PERFORMANCE FOR AMNET

In June 2021 PubMatic and DV360 partnered to make Google's Affinity and In-Market audiences available across PubMatic's omnichannel inventory globally. This new offering greatly expanded targeting capabilities, allowing audiences to be segmented through interests and verticals at scale, to improve engagement.

## THE CHALLENGE

Amnet India, the programmatic buying unit from the house of dentsu, ran multiple campaigns for Auto clients on PubMatic inventory via open marketplace (OMP) buys. The objective was to minimise cost per click (CPC), augment media efficiencies and avoid media wastage.

## THE SOLUTION

Applying Google's Affinity and In-Market audiences to the premium inventory on the PubMatic platform allows advertisers to reach engaged customers who have demonstrated a strong interest in their products or solutions. Targeting relevant audiences can ensure every media dollar achieves maximum impact.

## THE SUCCESS BY THE NUMBERS\*

The integration of Google's Affinity and In-Market audiences with PubMatic led to an increase in scale and unlocked opportunities for optimisation. Amnet India observed significantly improved campaign performance, and incremental reach, on their open marketplace buys.

“ At Amnet we are committed to deliver cost-effective programmatic solutions for our clients which led us to partner with PubMatic. Their recent developments on Google audiences helped us improve the user engagement, drive precision and at the same time avoid media wastage, which exceeded our expectations. This collaboration helped us manage best in class data-led solution which has become a need in today's cost-efficient Adtech ecosystem. ”

PRASHANT UMARE  
PROGRAMMATIC HEAD, AMNET INDIA

28.5%

Average  
Viewability Uplift

30%

Average CPC  
Decrease

76%

Click-to-Visit  
Ratio

\*Amnet internal data, July - September, 2021. Based on performance on PubMatic platform before vs after application of Google Affinity and In-Market segments