PubMatic + ironSource

CASE STUDY: UNIQUE REWARDED AND INTERSTITIAL VIDEO DEMAND
PUBMATIC AND IRONSOURCE EXCHANGE (ISX) PARTNERSHIP BRINGS MOBILE PUBLISHERS INCREMENTAL BRAND ADVERTISING DEMAND

ironSource is the leading business platform for the app economy, helping turn apps into successful, scalable businesses. PubMatic is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future.

STORY BEHIND THE SUCCESS

ironSource sought to unlock growing brand advertising demand for its premium in-app inventory, while addressing two concurrent changes in the market: updates to the Apple ID for Advertisers (IDFA) and adoption of Open Measurement SDK (OM-SDK) by app developers. In this regard, PubMatic provides advertisers with improved access to premium in-app inventory that delivers ROI and enables buyers to fully control the mobile app supply chain.

Starting in mid-2021, IDFA changes made it more difficult for advertisers to clearly attribute their performance campaigns across iOS devices. This highlighted the need for apps to diversify their revenue streams, inclusive of brand budgets. Simultaneously, DSPs required OM-SDK signals to be passed to give buyers greater confidence that their campaigns were meeting objectives. ironSource's iSX was an early adopter of the OM-SDK and could therefore capitalize on its measurable, viewable inventory. iSX powers monetization for the world's leading apps and games through programmatic brand advertising.

ironSource and PubMatic partnered to unlock brand budgets through the iSX, driving increased monetization for developers along with a superior experience for audiences. ironSource and PubMatic worked closely together to facilitate a clear path to access the premium video inventory available in iSX.

SOLUTION

- Brand spend boosts video revenue for app publishers in iSX with eCPMs increasing by 2x as brand campaigns running on rewarded video drove higher revenues for these publishers

- The increase can be attributed to high profile advertisers running campaigns across several key categories including Auto, Entertainment, and Retail. Within each of these verticals, advertisers were running top-of-the-funnel awareness campaigns.

- These ads keep users engaged and inside the app, promoting a better user experience that benefits both advertisers and publishers.

> " At ironSource, our mission is to provide app developers with the best solutions to build their businesses — and that includes providing access to diverse sources of premium advertising demand. For brands, in-app inventory delivers engaged audiences at scale — and allows them to meet their KPIs around viewability and brand safety. Working with PubMatic enables us to connect our global app partners with programmatic video from some of the world's most recognized advertisers, creating a win-win for both parties. "

**ARI BRANDT
VP GLOBAL MARKETPLACE & STRATEGIC DEVELOPMENT
IRONSOURCE**

SUCCESS BY THE NUMBERS*

600% Increase in Video Revenue

2X Increase in eCPMs

83% Video Completion Rate

95% Viewability

Source: PubMatic Internal Data
*From 2H 2020 to 1H 2021