

CASE STUDY: INCREMENTAL DEMAND

PUBMATIC DRIVES UNIQUE AND INCREMENTAL DEMAND FOR FUTURE TODAY; BOOSTS REVENUE OVER 400% PER MONTH

PubMatic worked closely with Future Today, a premium CTV streaming platform with a monthly reach of 15 million users, to drive substantial revenue lift across their 700+ CTV/OTT channels.

STORY BEHIND THE SUCCESS

Future Today selected PubMatic to source incremental, unique demand and increase fill rates and yield. Throughout the partnership, PubMatic's customer success team monitored account performance daily (requests, revenue, gross eCPM, fill rate, parameters and top ad request filters) to identify ways to drive revenue for the CTV publisher.

As a result of proactive stewardship and account management, PubMatic drove new revenue through partnering with a leading DSP and negotiating a PMP deal on behalf of Future Today.

THE SOLUTION

PubMatic's customer success team assessed and implemented multiple solutions to drive incremental revenue for Future Today. The team leveraged their relationship with a leading DSP, drove incremental demand through a direct integration, and optimized engagement through curated PMP deals.

The publisher saw an average revenue increase of over 400% per month from 1H 2021 to 2H 2021.

“ PubMatic has been one of Future Today's fastest growing demand partners in the last 6 months. The entire team has been a pleasure to work with and they genuinely understand the value of CTV in the market. ”

KATYA SHKOLNIK
HEAD OF PARTNERSHIPS
FUTURE TODAY INC.

SUCCESS BY THE NUMBERS



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