Publift provides advertising technology solutions for premium web and app publishers. As early adopters of Prebid-based header bidding, they are well versed in the host benefits enjoyed by publishers that utilise this technology. When it came to optimising demand for a popular Australian weather utility app, Publift looked no further than PubMatic’s lightweight mobile SDK — OpenWrap SDK.

**CHALLENGE**

Being overly reliant on just one ad tech stack for monetisation can be risky for app developers. Maintaining a healthy and diverse advertising revenue stream is essential for long term success.

So when Publift was looking for ways to improve monetisation for a popular weather utility app, they were keen to explore how Prebid-based header bidding could improve monetisation and performance.

**SOLUTION: PUBMATIC’S OPENWRAP SDK**

The combination of a lightweight SDK and cloud-based demand partner management allowed Publift to quickly and easily add incremental demand sources resulting in improved monetisation performance for the weather app.

Enterprise-grade reporting delivered actionable insights to optimise floor pricing and fill rates, and PubMatic’s premium demand drove boosts in eCPM and overall programmatic monetisation revenue.

**RESULTS**

PubMatic’s OpenWrap SDK went fully live on all of the weather app's inventory in February 2021. There are currently three other demand channels — a leading SSP integration, a leading proprietary integration and mediation.

OpenWrap SDK outperformed all other integrations, delivering a significantly higher average eCPM than the other demand channels:

- 41% higher than the other SSP integration
- 20% higher than the proprietary integration
- 2.7% higher than mediation

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