

## CASE STUDY: OPENWRAP SDK

# HOW PUBLIFT DROVE A 33% UPLIFT IN PROGRAMMATIC REVENUE FOR A POPULAR AUSTRALIAN WEATHER APP

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.

“ We were very impressed with the ease of set up of PubMatic's OpenWrap SDK, but more importantly, the great revenue uplift our publisher received in a short period of time. ”

NATE WATANASUWAN  
SENIOR TECHNICAL MANAGER  
PUBLIFT

33%  
Increase in  
Programmatic  
Revenue<sup>1</sup>

108%  
OpenWrap SDK  
Revenue  
Growth<sup>2</sup>

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

<sup>1</sup> Pre- vs Post-deployment of OpenWrap SDK

<sup>2</sup> February vs March, 2021, month-over-month comparison

Source: Publift, accurate as of April 2021