OpenWrap SDK integrates multiple demand partners, including major ad exchanges and DSPs running brand campaigns. Developers can leverage enterprise-grade analytics to uncover new insights on optimizing yield and managing demand partners in a cloud-based UI—without requiring changes to their SDK, app, or app store approval.

Demand sources compete for inventory in a unified auction based on real-time prices—a business model that offers publishers efficiency, transparency, and more revenue. OpenWrap SDK can be integrated into an existing mediation solution or a variety of ad servers, or deployed as a standalone monetisation solution.

**CASE STUDY: OPENWRAP SDK**

**THE CHALLENGE**

Choosing the right in-app monetisation solution helps to scale demand and improve the user experience of an app. Mediation platforms are often favoured by app developers as a means to consolidate many ad networks into a single SDK integration. By comparing historical CPMs from the various demand sources, a mediation platform organises these demand sources into a sequential ‘waterfall’ set up.

The mobile game developer was initially reliant on a well-known, proprietary black box mediation solution that was connected to demand sources running only performance campaigns. As a result, they were seeing poor performance on their banner inventory—low eCPMs and poor fill rates. As a casual game developer, effectively monetising banner ads is critical for this developer. They turned to PubMatic to explore opening up their banner inventory to global brand spend.

**THE SOLUTION: PUBMATIC OPENWRAP SDK**

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**SUCCESS BY THE NUMBERS**

By integrating PubMatic’s OpenWrap SDK into their existing mediation solution, the mobile game developer opened their banner inventory to global brand spend and saw significant uplifts in eCPM, fill rate, and average revenue per user (ARPU).*

* Based on data from August to September 2021

**14%**

Daily average eCPM lift

**10.6%**

Daily average fill rate lift

**16.4%**

Daily ARPU lift

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