Header bidding doesn’t just benefit publishers, it confers a host of benefits on media buyers too.

**SET UP**
In order to demonstrate the efficiency and scale benefits of OTT header bidding, Finecast conducted a head-to-head test using PubMatic’s OpenWrap OTT header bidding wrapper and a tag-based integration. The test took place over 14 days, on the same publisher – True Digital, Thailand, and spend was split evenly between the two integrations for consistency.

**RESULTS**
PubMatic’s OpenWrap OTT header bidding wrapper outperformed the tag-based integration across all key metrics.

### Greater Inventory Access
Header bidding conducted via OpenWrap OTT resulted greater first look access to inventory for Finecast, and a 19% uplift in bid opportunities vs. the tag-based integration.

### Improved Bid Rate
Increased first-look access to inventory via OpenWrap OTT resulted in more bid opportunities for Finecast and an 9x higher bid rate than the tag-based integration.

### Improved Match Rate
Match rate via OpenWrap OTT was 16% higher than via the tag-based integration, due to the wider pool of inventory opened up by header bidding.

This case study is for demonstration purposes only. The results of this case study are not guaranteed, and actual results may vary.

Ready to bring the efficiency and scale of header bidding to your OTT and CTV campaigns?
Contact us: AdSolsSEAGCK@PubMatic.com