

CASE STUDY: OPENWRAP OTT

HOW FINECAST SCALED REACH WITH HEADER BIDDING FOR OTT

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.

Integration Type	PubMatic	Competitor SSP
	OpenWrap OTT	Tag-based
Avails	87MM	73MM
Wins	448k	408k
Match Rate	115%	99%
Bid Rate	7.43%	0.79%

PUBMATIC PERFORMANCE DELTA

19% More Avails	10% More Wins
16% Match Rate Lift	9x Bid Rate Lift



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.



MORE WINS

Header bidding via OpenWrap OTT resulted in a 10% uplift in wins for Finecast, due to the transparent and dynamic nature of header bidding's unified auction.



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?

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