

CASE STUDY: OPENWRAP FOR MOBILE APP INTEROPERABILITY

## TWO LARGE MOBILE APP DEVELOPERS SAW UP TO A 575% INCREASE IN US BANNER eCPM INTEGRATING OPENWRAP

To maximize their revenue through unique, brand demand, two prominent mobile app developers added OpenWrap to their monetization stack, easily integrating into their current mediation layer through the OpenWrap for Mobile App Interoperability solution.

### STORY BEHIND THE SUCCESS

With the need for incremental revenues, mobile app publishers are increasingly looking for partners that can bring them quality brand budgets. Such demand not only diversifies yield compared to performance demand, but it also helps retention by not prioritizing pushing consumers out of their current app experiences. In-app bidding solutions optimally deliver these results by helping maximize revenue, operational efficiency and user experience.

### THE SOLUTION: PUBMATIC'S OPENWRAP FOR MOBILE APP INTEROPERABILITY

To deliver revenue through unique, brand demand, two prominent mobile app developers added OpenWrap to their monetization stack, easily integrating into their current mediation layer through the OpenWrap for Mobile App Interoperability solution.

As a result, both publishers saw strong revenue and eCPM benefits across ad formats: rewarded video, interstitial and banner. In banner specifically, the publishers experienced triple-digit percentage jumps in eCPM compared to eCPM they received from their popular mediation solution.

### SUCCESS BY THE NUMBERS

#### APP DEVELOPER #1

**+86%**

ANDROID APP #1'S  
AVG BANNER eCPM LIFT<sup>1</sup>

**+575%**

iOS APP #2'S  
AVG BANNER eCPM LIFT<sup>1</sup>

**+125%**

ANDROID APP #3'S  
AVG BANNER eCPM LIFT<sup>1</sup>

#### APP DEVELOPER #2

**+153%**

ANDROID APP #4'S  
AVG BANNER eCPM LIFT<sup>1</sup>

**TOP 10**

PUBMATIC PARTNER AND  
REVENUE CONTRIBUTOR  
FOR THE APP DEVELOPER

<sup>1</sup> From PubMatic (vs mediation provider)

Source: PubMatic and publishers internal data, June-July 2022