

CASE STUDY: OPENWRAP FOR MOBILE APP

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 utilize this technology. When it came to optimizing demand for a popular Australian weather utility app, Publift looked no further than PubMatic's lightweight mobile SDK — OpenWrap for Mobile App.

CHALLENGE

Being overly reliant on just one ad tech stack for monetization 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 monetization for a popular weather utility app, they were keen to explore how Prebid-based header bidding could improve monetization and performance.

SOLUTION: PUBMATIC'S OPENWRAP FOR MOBILE APP

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 monetization performance for the weather app.

Enterprise-grade reporting delivered actionable insights to optimize floor pricing and fill rates, and PubMatic's premium demand drove boosts in eCPM and overall programmatic monetization revenue.

RESULTS

PubMatic's OpenWrap for Mobile App 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 for Mobile App, 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
Revenue¹

108%
OpenWrap for
Mobile App
Revenue Growth²

OpenWrap for Mobile App 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

¹ Pre- vs Post-deployment of OpenWrap for Mobile App ² February vs March, 2021, month-over-month comparison

Source: Publift, accurate as of April 2021