

CASE STUDY: PUBMATIC SOURCED PMPs / AUCTION PACKAGES

PUBMATIC DRIVES UNIQUE VIDEO DEMAND FOR PRIMIS' GAMING VERTICAL, INCREASES REVENUE BY 170%

Primis is a leader in video discovery. Their video ad monetization platform increases publishers' revenue by helping users discover high-quality video content. The company's video discovery technology is used by hundreds of digital publishers, providing more than 450 million global unique users with an engagement-based video experience.

THE CHALLENGE

Primis selected PubMatic to generate demand for their Power Verticals product, which offers buyers targeted pre-roll video inventory from top publishers such as Publisher Collective (Network N), Valnet, GAMURS Publishing group, and Fanbyte, to help boost awareness among their desired audiences.

THE SOLUTION: PUBMATIC SOURCED PMPs / AUCTION PACKAGES

PubMatic worked with Primis to drive brand demand for video inventory to their Power Verticals solution (with a focus on their gaming vertical).

Through PubMatic's private marketplaces (PMPs) and Auction Packages, Primis generated unique buyer demand, while maintaining control over inventory targeting. Throughout the partnership, PubMatic monitored Primis' account health and performance (requests, revenue, gross eCPM, fill rate, parameters, and top ad request filters) and optimized as needed to maximize eCPMs and paid impressions.

Primis obtained a significant uplift in both overall revenue and paid impressions from January 2022 to June 2022. This can be attributed to a combination of Primis' premium inventory, which provides above industry video benchmark of over 85% viewability/completion rates, and PubMatic's ability to drive incremental demand by matching supply with unique demand through auction packages and SPO deals from some of the world's biggest brand advertisers.

“ Working with top SSPs, such as PubMatic, helps Primis provide superior video experience and monetization to our publishers. The Power Verticals contextual solution connects PubMatic's unique demand with publishers from attractive verticals, such as gaming, finance, music, and pop culture. By creating these inventory packages with PubMatic, we were able to best match demand and supply. ”

RINAT AVRINA
DIRECTOR OF BUSINESS DEVELOPMENT
PRIMIS

SUCCESS BY THE NUMBERS

136%

Increase in revenue
from PubMatic
PMPs*

111%

Increase in paid
impressions from
PubMatic PMPs*

170%

Revenue increase in
gaming vertical*

*PubMatic sourced data.
Results for time period from
January 2022 to June 2022