

NINE WAYS TO REV UP YOUR REVENUE IN TODAY'S ECONOMIC CLIMATE

Whether it is economic uncertainty or political upheaval, there is no denying that 2022 continues the recent unpredictability that has impacted the consumption of media and advertising. As always, PubMatic is investing in tactical advancements to limit the uncertainties faced by our partners within the digital landscape. What's more, we're working to build a better, sustainable digital advertising ecosystem for the future.

Here are some proactive strategies that digital publishers can execute today to ensure that your audience and your ad inventory are more attractive to buyers, and that you are maximizing your monetization through the second half of the year.

❑ 1. ADD ALTERNATIVE IDs

While the cookie should still be useful for targeting into 2023, buyers are already testing new alternative identity solutions. These IDs, like those from LiveRamp, Lotame, and ID5, not only help publishers test and learn about identity management, but they drive new incremental spend from advertisers looking for new IDs. If you aren't yet live with alternative IDs, you may see spend go to your competition.

❑ 2. REVIEW YOUR ADVERTISER BLOCK LIST

New advertiser categories, such as sports gambling, may be attracting increases in spend. Which ad categories and advertisers are you blocking today, leaving these buyers with no chance to connect with your audience? Once you dig in, you'll find it's not uncommon to find a top advertiser that was blocked long ago because of a direct sold deal with no activity since, gating programmatic spend.

❑ 3. DIAL UP CTV SIGNALS

Most consumers are streaming media, and most streaming media will soon be programmatic. Buyers want as much information as possible on your programming, such as content genre and show title, so be sure to include that in the bid requests you send to your SSP partners. Set up meetings between you, your CTV ad server and/or wrapper, and your SSP to review bid-request-level data and ensure that all information is being passed through the chain as intended.

❑ 4. LEVERAGE YOUR FIRST-PARTY DATA

If you have content areas that routinely sell out, develop an audience extension strategy now to allow your advertisers the ability to target your high-value audiences off-site, driving advertiser satisfaction while providing you a new revenue stream. Sell-side data activation solutions, like PubMatic's [Connect](#), safely and securely allow publishers and data companies to control buyer access and curate the sites where these data segments can be targeted.

❑ 5. INCREASE YOUR VIEWABILITY

DSP-level buying patterns show a shift in spend to high-viewability inventory placements. Ad buyers want performance from their ads — any format on any device — and increasing viewability provides consumers with more opportunity to engage with advertisers buying on your sites.

□ 6. ACT NOW FOR BACK-TO-SCHOOL AND POLITICAL BUDGETS

Use a funnel analysis tool to troubleshoot and optimize your direct deals, examining ad call flow and bottlenecks. Ensure your supply is included in all relevant auction packages and always-on deals. Make sure floor prices are set at the optimal level across SSP partners so you can take advantage of these seasonal budgets. And, what's more, you can really rev up optimization by exploring how solutions like PubMatic's Connect can bring data into the equation. Be sure to discuss with your account manager what strategies work best for you.

□ 7. CONNECT TO ALL BUYERS

Is an SSP you work with not connected to DSPs that buy through other SSPs? Let them know and through a simple audit you can drive increased bid activity with SSPs, building new buyer connections to your inventory.

□ 8. LET SPO PUT YOU ON THE PATH TO REVENUE

Some SSPs are building preferred supply path optimization (SPO) relationships with agency holding companies, independent agencies, and direct ad buyers. These SPO buyers are working with SSPs like PubMatic to deploy custom adtech, build curated marketplaces, and drive efficient rates to enhance ad performance. Ask your SSP about what they are doing for you around SPO and how you can benefit from this important buyer tactic to drive more revenue.

□ 9. MAXIMIZE DEMAND FOR NATIVE INVENTORY

Marketers are increasingly aware of the benefits of the native ad experience. Native enables programmatic-first adtech companies to unlock new supply sources that were traditionally traded direct such as sponsored product placements on retail media. PubMatic recently updated its open-RTB native pipes to the current 1.2 spec, allowing any publisher with native supply to begin transacting on native inventory via PubMatic.

Reach out to PubMatic to learn more and put these ideas to work for you. Let us get you ready to have a stellar close to 2022!

ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats

and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

For more information, please contact us at info@pubmatic.com