

CASE STUDY: OPENWRAP OTT, SDK AND WEB

## HOW FLOSPORTS EXPERIENCED A 254% REVENUE INCREASE FROM SWITCHING TO PUBMATIC'S OPENWRAP

FloSports is the innovator in live event streaming, giving users access to over 200,000 sports competitions live or on demand, with exclusive, behind-the-scenes coverage and original programming for over 25 different sports. In 2021, FloSports offered more than 2.7 billion impressions across brand safe sports-only content via display and video media.

### THE CHALLENGE

FloSports was initially integrated with a wrapper solution, however due to advancements in Prebid and the industry's pivot to open source, FloSports needed a more robust unified auction solution to build out their core header bidding client-side ad stack on Prebid.

### THE SOLUTION: OPENWRAP OTT, SDK AND WEB

FloSports integrated with OpenWrap, PubMatic's omnichannel Prebid-based Unified Auction technology for OTT, SDK, and web in 2021. OpenWrap provided FloSports a platform to manage all their inventory in one place, giving them more control and transparency to maximize their revenue potential.

OpenWrap's sophisticated customization capabilities allowed FloSports to conduct A/B tests to analyze and optimize their wrapper setup and make strategic decisions to increase monetization across their OTT, SDK, and web properties. Additionally, OpenWrap is pre-integrated with Identity Hub, PubMatic's leading ID management tool, which allowed FloSports to activate top ID partner solutions and implement multiple alternative IDs.

FloSports onboarded with a dedicated team of OpenWrap experts, who provide high-end support, from initial integration (module/bidder additions and removals, updates to Prebid, troubleshooting and optimization), to daily monetization, and longer-term opportunity identification and strategy.

### SUCCESS BY THE NUMBERS

254%

Increase in total programmatic revenue\*

“ Our goal was to find a Pre-bid based unified auction solution, along with a team that would focus on our needs and help us evolve at the pace of the industry. OpenWrap and the PubMatic team have certainly been that platform for us. We have seen a significant revenue increase from implementing OpenWrap and are impressed with the high-level support we continue to receive from the PubMatic team — from troubleshooting, strategy, ongoing optimization, and more. ”

BRANDT BEST  
SENIOR DIRECTOR, PROGRAMMATIC  
PARTNERSHIPS  
FLOSPORTS

\*Publisher sourced data. Time period from the Trailing Twelve Months (TTM) ending April 2021 compared to the TTM ending March 2022