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*

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