

CASE STUDY: OPENWRAP WEB

PUBMATIC DELIVERS 58% HIGHER eCPM AND MORE THAN DOUBLED SOV FOR NESN

New England Sports Network (NESN) is a regional sports cable and satellite television network that covers all the other New England and national sports teams. NESN.com is a top sports website with more than 3 million users and 6 million visits across desktop and mobile per month.

THE CHALLENGE

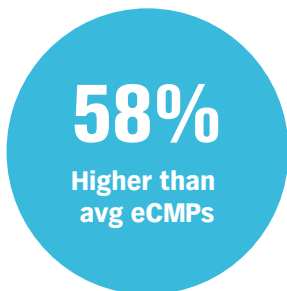
NESN needed a solution that was easy to manage and helped maximize revenue from desktop and mobile web traffic. NESN evaluated several popular and open-source ad management and header bidding solutions, but each was cumbersome to integrate and manage. Their current setup presented challenges, requiring additional investment in development resources and weighing down ad load times.

THE SOLUTION: PUBMATIC'S OPENWRAP WEB

NESN looked to PubMatic for an impactful, easy-to-use header bidder solution. NESN saw value not only from the revenue, operational efficiency and faster ad load, but they also wanted to leverage PubMatic's identity as well as bidder partnerships. These benefits to NESN scaling their digital business from a mid-size business to that of a major strategic and omnichannel media player.

SUCCESS BY THE NUMBERS

- After doubling its share of voice in Q1 2021, PubMatic maintained a 22% share of voice of NESN's overall impression volume from OpenWrap Web
- eCPMs from OpenWrap Web were consistently 58% higher than the average eCPMs for NESN



Source: NESN Data - August 2022

“ We saw an immediate fit and quickly became huge fans of OpenWrap. PubMatic’s service and support are outstanding. OpenWrap provides an impressive lift and has become the core to our digital business success.”

SCOTT BREWITT
VP, DIGITAL PARTNERSHIPS
NEW ENGLAND SPORTS NETWORK
(NESN)