

CASE STUDY: DRIVING SCALE AND PERFORMANCE THROUGH AUCTION PACKAGES

PUBMATIC AND GOODWAY GROUP UNLOCK SUPERIOR ROI WITH CONSUMER EXPERIENCE AUCTION PACKAGE

Goodway Group's long standing and trusted partnership with PubMatic has centered around driving supply path optimization across their portfolio of brand and performance advertisers. In utilizing PubMatic's Auction Packages, Goodway Group curated differentiated packages that drove cost efficiencies across their programmatic campaigns.

STORY BEHIND THE SUCCESS

Goodway Group was looking to improve upon limitations in ad positioning visibility when setting up their programmatic video campaigns: information that is not always accurately declared in DSPs. By activating PubMatic's Consumer Experience Auction Package, in partnership with Jounce Media, Goodway Group gained more transparency — better ad units, better placement, and better pricing — when compared to buying standard ad formats through their DSP. This has further aided Goodway Group in utilizing a more forward-approach to identifying what quality looks like as a media buyer.

THE SOLUTION: PUBMATIC'S CONSUMER EXPERIENCE AUCTION PACKAGE WITH JOUNCE MEDIA

PubMatic's Auction Packages are an effective way for buyers to make programmatic auctions more efficient by allowing them to target consumers at scale, while retaining control of what they're buying and securing transparency. In partnership with Jounce Media, Goodway Group activated PubMatic's Consumer Experience Auction Packages for video buys, which pulled back the curtain of what inventory, ad format, and placements the agency was buying.

Furthermore, through the PubMatic Auction Package, Goodway Group was able to improve their internal quality measurement, such as increase their measurable audible online video inventory and saw increased rates for the % of Ad Length that was Audible and overall Audible Rates, as reported by Moat.

“ Activating PubMatic's Consumer Experience Auction Package provided incremental campaign benefits. We saw improvements across engagement rates and CPMs, and most notably, we reached smaller, niche publishers and achieved an increase in our measurable audible online video inventory. We have consistently exceeded our Audible Rates benchmark through buying via these packages.

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SUCCESS BY THE NUMBERS

180%+

Higher win rates

24%

Increase in viewability over benchmark

7-14%

More cost-efficient CPMs over other deals

Incremental niche publishers reached at scale

Source: Goodway Group Internal Data, 2/1/22 - 5/31/22