PubMatic + Wunderkind

CASE STUDY: DRIVING PUBLISHER MONETIZATION WITH CONNECT

PUBMATIC AND WUNDERKIND DELIVER GREATER SCALE VIA SELL-SIDE DATA TARGETING

Wunderkind encourages their buyers to be data agnostic, but achieving scale can be challenging with audiences on the demand-side platform (DSP) side. By leveraging Connect's audience packaging capabilities, Wunderkind ONLY sends requests for a buyer's target audience, cutting down on requests sent to the DSP, minimizing queries per second, and improving scale dramatically.

STORY BEHIND THE SUCCESS

Wunderkind utilizes a unique on-site integration with publishers to recognize behaviors that signify users are disengaged from content. When they recognize those behaviors, Wunderkind creates high-impact, non-intrusive experiences that drive true qualified engagement. With a focus on premium publishers and brand safe inventory, scale can be a problem when small audience groups are applied on the buy-side. This motivated Wunderkind to source and package addressable audiences on the sell-side through Connect — and the benefits were clear. They quickly saw impressive response rates, win rates and scale benefits.

THE SOLUTION: PUBMATIC'S CONNECT

For a brand's campaign that was not delivering optimal scale, Wunderkind partnered with PubMatic's addressability team in Q1 of 2022 to test audience targeting performance. PubMatic Connect packaged a series of audience deals to compare against deals packaged through a DSP.

The deals that were packaged via Connect delivered an average bid response rate of 2.88%, while deals delivered through the DSP saw an average bid response rate of 0.30%.

SUCCESS BY THE NUMBERS

860%
Increase in average bid response rate

150%+
Increase in average bid responses per day

> " Addressability is rapidly becoming more complex and it's crucial for us to lead our clients with sustainable strategies for scalable audience targeting. Through Connect, PubMatic gives Wunderkind and the brands we work with a leading-edge, sell-side portfolio approach to drive successful campaign performance. "
>
> **HELEN BORAM**
> **DIRECTOR, ACCOUNT MANAGEMENT**
> **WUNDERKIND**

Source: Wunderkind Internal Data, 1/1/22 – 3/31/22