

SIX WAYS TO REV UP YOUR HOLIDAY REVENUE



One thing that is consistent in any economic environment is holiday shopping. It won't be long before the airwaves are full of ads from retailers and brands as the holiday season approaches and consumer shopping takes off. By the time you hear those jingles though, advertisers will have committed their dollars to publishers across all forms of media, working to drive sales online and in-store.

Digital publishers can deploy a series of tactics and optimizations now to make your audience and your ad inventory more attractive to buyers and capture ad budgets that remain unallocated.

❑ 1. GET THE FULL CTV PICTURE

Most consumers are streaming media, and most streaming media will soon be programmatic. Buyers gather as much information as possible on your programming (such as genre, language, rating, livestream, and series) so be sure to include these in the bid requests you send to your SSP partners. Set up meetings between you, your CTV ad server and/or wrapper, and your SSP to review bid request-level data and ensure that all information is being passed through the chain as intended.

❑ 2. GET READY FOR A DATA PARTY

If you have content areas that routinely sell out, develop an audience extension strategy now to allow your advertisers the ability to target your high-value audiences off-site, to drive advertiser satisfaction while providing you a new revenue stream. Sell-side data activation solutions, like PubMatic's [Connect](#), safely and securely allow publishers to control buyer access and curate the sites where these data segments can be targeted.

❑ 3. PASS THE APPS...PARAMETERS

For mobile app inventory, check that these important parameters are populated in the bid requests: app bundle, app store URL, advertising ID (for Android), SKADnet ID (for iOS), user gender, age, keywords, location (country, postal code, and GPS-based lat/long), connection type (3G, 4G, 5G or Wifi) and device info (OS, make, and model). Your inventory can be much more desirable with the above information accurately included in the bid request.

❑ 4. OPTIMIZE FOR THE SEASON

Take some time to review blocklists and confirm that your floor price settings and DSP mappings are consistent across all partners. New advertiser categories, such as sports gambling, may be attracting increased spend this season. Which ad categories and advertisers are you blocking today, leaving these buyers with no chance to connect with your audience? It's not uncommon to find a top advertiser that was blocked long ago because of a direct sold deal with no activity since, gating programmatic spend.

❑ 5. TRY ON A NEW ID

Buyers are testing new alternative identity solutions that are delivering tangible yield improvements for publishers. These IDs — like those from Lexicon, LiveRamp, Lotame, and ID5 — not only help publishers test and learn about identity management, they drive yield improvements from cookieless browsers. In fact, publishers saw eCPMs double in cookieless browsers when using LiveRamp's ATS via Identity Hub. If you aren't yet live with alternative IDs, you may see spend go to your competition.

□ 6. UPDATE YOUR PMP STRATEGY

Do you have a private marketplace (PMP) strategy in place to capture holiday spend and new revenue into 2023? Sync with your ad tech partners to test different PMP opportunities. Make sure you have set up the right deals that buyers are looking for and ensure your inventory is packaged for your preferred buyers and their needs as they look to allocate their holiday budgets.

Get in touch today to learn more and put these ideas to work for you. If you take advantage of some of these ideas you're likely to have a holiday season to remember!

ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats

and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

For more information, please contact us at info@pubmatic.com