AutoScout24 is the largest pan-European online car market with over 30 million users per month, more than 43,000 dealer partners, and around 500 employees.

**CHALLENGES**
Following a recent acquisition and the roll-out of a new product, AutoScout24 GmbH, the largest pan-European online car marketplace, sought to upgrade its ad tech stack in order to maximise revenue. AutoScout24 sought a partner that could help in two specific areas: reducing the amount of time their in-house development team invested in developing ad tech solutions and integrations, and an SDK for in-app monetisation.

**SOLUTION**
AutoScout24 integrated PubMatic’s OpenWrap SDK across all their in-app inventory. From that point on, AutoScout24 benefitted from multiple demand partners, including major ad exchanges and DSPs competing for their inventory. By leveraging PubMatic’s enterprise-grade analytics the team were able to uncover new insights into optimising yield and managing demand partners. AutoScout24 were then able to optimise the set-up in a cloud-based UI — without the need for development resources to make changes to their SDK, app, or seek app store approval.

**SUCCESS BY THE NUMBERS**
This metric of success has been provided by AutoScout24:

*34% Revenue Uplift*

"Choosing PubMatic’s OpenWrap SDK was the right decision. The SDK product improved our set-up, reduced the need for in-house development support, and most importantly, increased our revenue. Throughout the set-up and integration process, the PubMatic team have guided us and supported us resulting in a quick, smooth roll-out of the solution.

Janine Konieltzko
Senior Programmatic Yield Manager
AutoScout24"

---

*Publisher-sourced data. The revenue uplift % is calculated on the basis of the average revenue comparison between April - Oct 2021 (before the SDK setup) and November 2021 - September 2022 (after SDK implementation)