

CASE STUDY: OPENWRAP SDK

PUBMATIC OPENWRAP SDK DELIVERS 34% REVENUE UPLIFT FOR AUTOSCOUT24

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

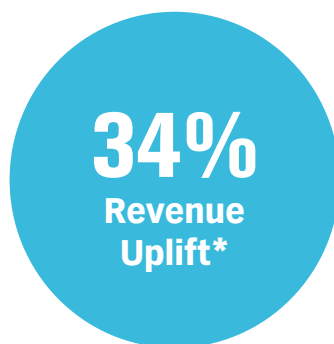
Following a recent acquisition and the roll-out of a new product, AutoScout24 GmbH, the largest pan-European online car marketplace, sought to upgrade its ad tech stack in order to maximise revenue. AutoScout24 sought a partner that could help in two specific areas: reducing the amount of time their 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:



“ 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 KONIETZKO
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)