PubMatic + VERAXEN

CASE STUDY: OPENWRAP SDK

PUBMATIC DRIVES UP TO 165% REVENUE GROWTH FOR VERAXEN

Veraxen, a leading games company, has a portfolio of five app-based games played by more than one million people each day in over 80 countries.
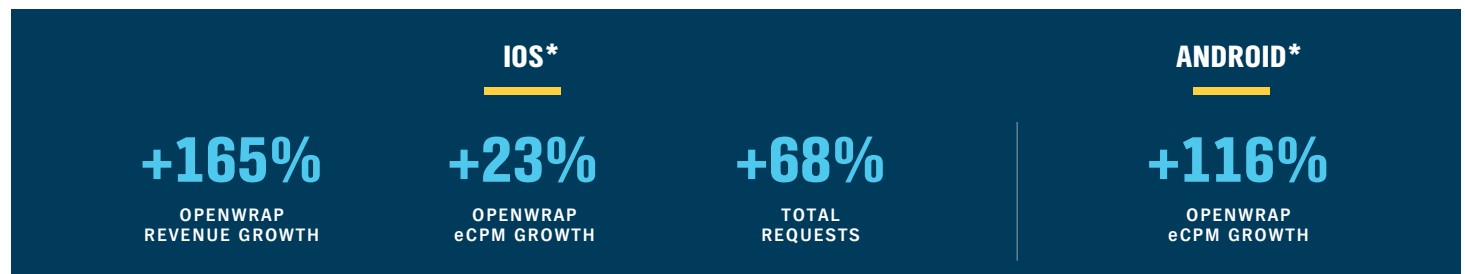
THE STORY BEHIND THE SUCCESS

With such a vast audience, the company sought a technology solution that could help maximise advertising revenue as well as fill rate by diversifying the number of demand partners that have access to their inventory and thus increase competition.

THE SOLUTION: OPENWRAP SDK

PubMatic developed a custom integration of OpenWrap SDK across all Veraxen's in-app inventory. The set-up included banner and video inventory and initially included 11 demand partners, one of which was Amazon's Transparent Ad Marketplace (TAM). PubMatic's cloud-based solution and built-from-the-ground SDK connects all demand partners within a single ad request. This enabled Veraxen to increase competition without compromising the user experience. OpenWrap SDK also gave Veraxen access to major global ad exchanges and demand-side platforms (DSPs) from a single source, eliminating the need to manage multiple partners and waterfall bidding. This reduced the Veraxen team's workload and enabled them to focus on more strategic opportunities.

> " Adding OpenWrap as a bidding platform has increased performance of our banner advertising solutions. With PubMatic, we have a high-quality range of partners, an easy way to connect new demand, and the team provide us with valuable support and insights on a regular basis. We're delighted to have PubMatic as a long-term partner and look forward to testing new solutions as the market matures and evolves. "
>
> **KATE PARFENYUK**
> **LEAD MONETISATION MANAGER**
> **VERAXEN**

SUCCESS BY THE NUMBERS

All metrics of success have been provided by Veraxen:

	IOS*			ANDROID*
+165%	**+23%**	**+68%**		**+116%**
OPENWRAP REVENUE GROWTH	OPENWRAP eCPM GROWTH	TOTAL REQUESTS		OPENWRAP eCPM GROWTH

*Publisher-source data: the growth metrics % are calculated on the basis of the average comparison between Q1 2022 and Q2 2022 (after SDK implementation).