PubMatic + Talkatone

CASE STUDY: OPENWRAP SDK

PUBMATIC DELIVERS 3X THE FILL RATE FOR TALKATONE

Talkatone is a leading communications app, providing free calling and texting to over one million users in the U.S. and Canada. Talkatone monetizes its service through a mix of in-app advertising and in-app purchases.

CHALLENGES

For years, Talkatone had been working with various ad partners to monetize its inventory. As the industry started shifting towards dynamic pricing and header bidding, Talkatone sought a partner who could provide the scale and technical sophistication to take advantage of this trend.

SOLUTION

PubMatic's OpenWrap SDK was the perfect fit for Talkatone's proprietary in-app auction, combining strong demand with an advanced SDK that prices individual impressions rather than averages. Additionally, OpenWrap SDK's easy-to-use UI simplified adding additional bidders.

SUCCESS BY THE NUMBERS

Within days of rolling out OpenWrap SDK, PubMatic's demand accounted for close to 10% of Talkatone's daily impressions. Currently PubMatic fills at a rate of 3X its peers among Talkatone's ad partners.*

3X
Fill Rate

> " For smaller publishers like Talkatone, it's very hard to influence ad partners' technology, SDK or processes. PubMatic worked closely with us throughout the integration, listening to our feedback and informing us about potential obstacles and how to overcome them. "

DAVID DE RIDDER
VP
TALKATONE

*Compared to other partners. Talkatone internal data from 2022