

CASE STUDY: OPENWRAP WEB & IDENTITY HUB

EDMUNDS INCREASED REVENUE AND BOOSTED MATCHED IMPRESSIONS WITH PUBMATIC

Edmunds is an online car shopping resource with more than 50 years of experience in empowering consumers. With in-depth reviews of every new vehicle, innovative digital car shopping tools, plus a wealth of consumer and automotive market insights, Edmunds helps millions of shoppers each month select, price, buy and sell a car with confidence.

CHALLENGES

In 2023, Edmunds sought out header bidding alternatives, largely in response to their existing setup unfairly prioritizing its own demand sources. With its consumer audience in mind, it was also of utmost importance for Edmunds to find a solution that would not have an impact on user experience and onsite page performance.

SOLUTION

Edmunds looked to PubMatic to provide a solution for their complex business needs. PubMatic's OpenWrap Web team provided white-glove service to smoothly guide a complicated integration.

Additionally, Edmunds opted to implement Identity Hub which offered a curated identity management tool within the same single sign-on solution as OpenWrap Web.

SUCCESS BY THE NUMBERS

- Revenue uplift: Edmunds saw an average eCPM uplift of 35%
- Audience addressability: Since launching Edmunds saw an increase of 21% over baseline in matched impressions on Safari and Firefox

35%

Increase
in eCPMs

21%

Increase
in matched
impressions

Source: Edmunds internal data; data from Q1 2023

“ Edmunds has many unique aspects about our site that made the implementation of header bidding unorthodox — however the support team and experts at PubMatic worked collaboratively and transparently with our tech team to implement and test this solution that made all parties aware of goals and workarounds. The trusted expertise of the PubMatic team made a huge difference in getting this header-bidding solution implemented and its subsequent positive impacts to our business for Edmunds.

BRANDON LANE
ACCOUNT DIRECTOR
EDMUNDS

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