

CASE STUDY: PMP

KEYMOBILE SEES 29% INCREASE IN PMP REVENUE WITH PUBMATIC

Keymobile is one of Sweden's leading mobile advertising technology partners. The company helps brands reach their target audience through mobile advertising and enables publishers to monetise their mobile traffic more effectively.

CHALLENGES

Private marketplaces (PMPs) growth was identified as a key opportunity to maximise campaign performance, improve efficiency, and increase programmatic revenue. As a technology-agnostic company, Keymobile embarked on a discovery phase to identify partners that could enable them to seamlessly onboard new publishers and advertisers regardless of which other technology partners they worked with.

Another key requirement was the ability to provide support for continual supply-chain optimisations as new publisher and advertiser clients came onboard to maximise commercial performance and strengthen relationships with the buy-side.

SOLUTION

Following strong growth in revenue derived from PubMatic's PMPs over the past two years, Keymobile expanded the partnership to include additional publisher-sourced one-to-one PMPs. Keymobile found that deals were quick and easy to set up enabling them to activate campaigns and deliver results in a short space of time. The team leveraged PubMatic's unified analytics and troubleshooting UI to monitor and optimise the performance of the deals throughout their campaigns' lifecycle.

The PMP deals met all success criteria and as a result, Keymobile are now testing PubMatic's header bidding based programmatic guaranteed deals, while also gaining access to new premium demand from top-tier brands.

“ Working with PubMatic has enabled us to not only increase our revenue from PMPs but also significantly improve our workflows. The team has shown an in depth understanding of our business challenges and technology requirements which meant we were able to quickly realise the benefits of PubMatic's PMP deals. ”

PETER BRODERSEN
HEAD OF PROGRAMMATIC
KEYMOBILE

SUCCESS BY THE NUMBERS

+29%

publisher PMP revenue uplift

+14%

share of quarterly revenue from PMPs vs open market

+16%

average publisher eCPM

Source: Q3 vs Q4 2022 - PubMatic data, Publisher-sourced PMP deals.