

CASE STUDY: IDENTITY HUB HOW A JAPANESE BUSINESS NEWS PUBLISHER IS IMPROVING MONETIZATION WITH PUBMATIC'S IDENTITY HUB

Since deploying PubMatic's Identity Hub, Cyzo's Business Journal, has dramatically improved its monetization, seeing lifts of up to 171% in ad spend.

THE CHALLENGE

Originally founded in 1999 as a monthly magazine in Japan, Cyzo has evolved to become a multi-title publishing house, with a range of digital properties. Cyzo's leading business news title 'Business Journal' is a widely read digital property that is monetised via programmatic advertising. Protecting this ad revenue is critical to its future success.

Audience addressability is essential to ensure programmatic media buyers can recognize a publisher's audience and bid more on its inventory, maximizing publisher revenue and buyer campaign performance. In the absence of a suitable identity solution, buyers typically decrease spend.

Following Google's announcement that it plans to phase out third-party cookies on the Chrome browser within the next two years, Cyzo needed to find alternative identity solutions to solve for audience addressability in the absence of third-party cookies. The publisher turned to PubMatic for help.

SUCCESS BY THE NUMBERS

By switching on Identity Hub, Cyzo saw a significant uplift in ad spend and fill rate for Business Journal. Based on data from July, 2020.

171%

Average ad spend lift¹

232%

Average Criteo ad spend lift²

166%

Average fill rate lift³

¹ Average lift in geCPM on all traffic when identity data is present vs. non-ID traffic

² Average lift in geCPM on Criteo traffic when identity data is present vs. non-ID traffic

³ Average lift in fill rate on all traffic when identity data is present vs. non-ID traffic

ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable

audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.