

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.

## THE SOLUTION: IDENTITY HUB

PubMatic's Identity Hub helps publishers improve programmatic monetization and demand partners increase campaign performance through addressability. Built-on industry-leading and trusted Prebid, and including an easy-to-use UI, analytics, and client support, Identity Hub enables publishers to easily support multiple IDs for each ad impression — ensuring buyers can recognize the publisher's audience and bid accordingly — independent of device or platform.

Using Identity Hub, Cyzo was able to efficiently adopt multiple alternative IDs on Business Journal - driving increases in programmatic revenue at no additional cost. Through the self-service tool, the publisher was able to test and learn the effectiveness of each ID solution.

Identity Hub is ID agnostic and currently adding more partners.

## **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 lift

**232**%

Average Criteo ad spend lift<sup>2</sup>

**166%** 

Average fill rate lift

## **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.

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

<sup>&</sup>lt;sup>2</sup> Average lift in geCPM on Criteo traffic when identity data is present vs. non-ID traffic

<sup>&</sup>lt;sup>3</sup> Average lift in fill rate on all traffic when identity data is present vs. non-ID traffic