

CASE STUDY: PMP

HOW LIVINGLY MEDIA INCREASED ANNUAL PMP REVENUE WITH PUBMATIC BY MORE THAN 380%

Livingly Media is the definitive platform for women seeking inspiration on the things that matter most to them. The company operates four web properties with a strong focus on championing amazing women: flagship lifestyle site Livingly; influential home décor and design site Lonny; smart entertainment and pop culture site Zimbio; and celebrity fashion and beauty site StyleBistro. Headquartered in Silicon Valley but owned by aufeminin (a subsidiary of Axel Springer), Livingly Media is part of one of the largest diversified media companies in the world.

THE STORY BEHIND THE SUCCESS

Livingly Media, reaching over 20 million monthly readers across its four properties, ran a 100% programmatic business model for online advertising, relying exclusively on automated auction dynamics. They partnered with PubMatic to improve monetization for their premium inventory by implementing a Private Marketplace (PMP) strategy to expand their sales offering and tap into incremental budgets.

In just three quarters, Livingly Media nearly doubled their total programmatic ad revenue with PubMatic while also increasing effective CPMs by more than 20% year-over-year.

LIVINGLY CHOSE PUBMATIC FOR 3 KEY REASONS:

1. The proactive and strategic account team that worked closely with Livingly Media's development team to respect the unique demands of Livingly's custom header bidder.
2. The demand team's ability to activate key PMP deals quickly, market those deals to buyers and attract meaningful amounts of spend.
3. PubMatic's analogous data orientation, which provides Livingly Media access to more robust buyer and bid data than many SSP's offer.

Success by the numbers (year-on-year with PubMatic)

MONETIZED
PMP IMPRESSIONS

+260%

Total monetized impressions +110%*

PMP REVENUES

+380%

Total programmatic ad revenues +160%*

EFFECTIVE PMP CPMs

+30%

Total effective CPMs +20%*

*Includes Private Marketplace and Open Exchange



A TAILORED APPROACH TO PUBLISHER MONETIZATION

As part of PubMatic's superior service, a dedicated account team worked closely with Livingly Media to develop and execute a strategy that would increase impression volume, maintain or improve effective CPMs, and bring in additional sources of revenue.

Through customer conversations and performance evaluation, PubMatic identified that Livingly Media featured open exchange inventory segments with high eCPMs. This signalled strong interest from top tier demand partners, and made them an excellent candidate for PMP. As this was a new buying channel for Livingly Media, and a previously untapped opportunity, PubMatic partnered to package the inventory and source their first PMP deals.

Following successful PMP implementation, Livingly Media gained a better understanding of business growth opportunities while providing their buyers with greater deal transparency. This level of clarity increased buyer confidence as they were provided access to better targeted segments while allowing Livingly Media to access incremental budgets that were not available via the open exchange.

Livingly Media's PMP deals gained strong traction immediately following implementation with PMP

impression volume increasing by a factor of 6X within two months, followed by an additional 8X improvement the following month. PMP revenue soared, becoming a central pillar to the monetization strategy in under six months, and driving the near-doubling of overall programmatic ad revenue in just three quarters.

More importantly, the gains Livingly Media earned through PubMatic PMP deals proved a lasting trend with year-on-year comparisons showing triple-digit growth rates on both monetized impression volume and revenues, thus driving a strong overall monetization expansion in annualized terms.

“Pubmatic has time and again brought long-term growth opportunities to the table for us. We're grateful for this true partnership and look forward to new features and collaborations in 2018 and beyond.”

— Erica Carter, CEO at Livingly Media

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.