

## CASE STUDY: SSP

# HOW PUBMATIC HELPED BOOST CZECH NEWS CENTER'S REVENUES BY 50%

Czech News Center are one of the top publishing entities in Czech Republic. The company own and operate sites across news, entertainment and sports among others.

## THE STORY BEHIND THE SUCCESS

Czech News Center were having issues monetising ads, specifically the company identified a functionality allowing for multiple ad slots as being beneficial but were unable to implement a solution that worked. There were challenges with workflows as well as the technical mapping which was inefficient. This led to a consult with PubMatic and after fruitful collaboration a solution was put in place that proved to be successful.

“The Team At PubMatic were great. They worked with us to understand the optimisations we could make to boost performance. The best thing here was their proactive approach, they uncovered an issue that we were not aware we had, provided a solution and the results were excellent”

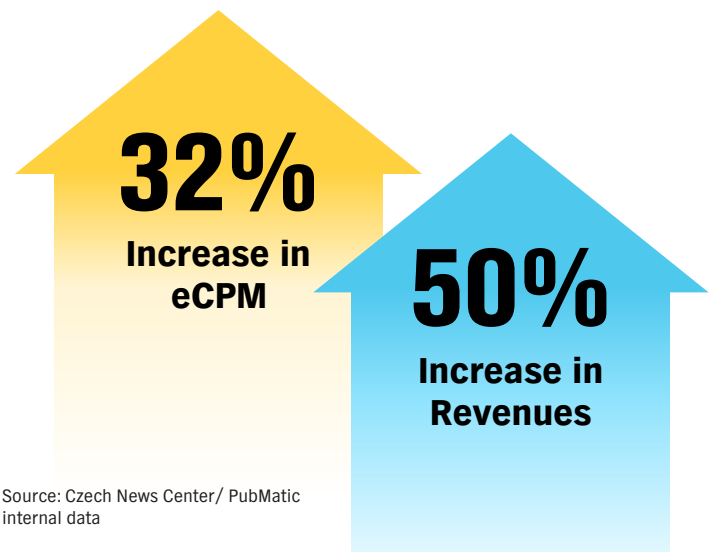
— Hubert Gall, Programmatic Strategist, Czech News Center

## OUR TAILORED APPROACH

- The Implementation of PubMatic's Multi-Size Ad feature lead to an increase in revenues by 50%
- Addressed previous workflow challenges experienced by Czech News Center by tailoring product with extra streamlining functionality

## SUCCESS BY THE NUMBERS

After turning on PubMatic's Multi-Size Ad feature:



## 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.