

## CASE STUDY: SSP

# PUBMATIC DRIVES 317% PMP REVENUE GROWTH FOR PREMIUM CTV PUBLISHER

**PubMatic worked closely with a top FAST & AVOD publisher to drive substantial PMP revenue lift.**

## THE CHALLENGE

A premium CTV publisher sought incremental revenue opportunities from programmatic partners. The customer also wanted to address buyer expectations for more efficient and transparent paths to quality inventory through supply path optimization (SPO). Ultimately they wanted a partner that could not only drive revenue but also help build trust and transparency for biddable CTV opportunities.

## THE SOLUTION: PUBMATIC'S SSP

PubMatic quickly identified and recommended strategies to help the client meet its business objectives. We focused on private marketplace deals (PMPs) to meet buyers' need for transparency, while driving incremental demand for our client. Our customer success team partnered closely with the publisher to ensure their inventory attracted both new buyers and more spend.

PubMatic optimized the publisher's CTV/OTT inventory and all technical aspects of the deal set-up to drive maximum performance. PubMatic's exceptional customer service and programmatic expertise resulted in efficient and effective implementation of deal IDs. Our work with top DSPs helped drive incremental demand, resulting in significant revenue increases for the client.

## SUCCESS BY THE NUMBERS

As a result of optimizations, publisher's PMP deal revenue via PubMatic platform saw dramatic increases.

**317%**  
Revenue  
Growth