

PubMatic + iQIYI

CASE STUDY: OPENWRAP OTT

PUBMATIC'S OTT UNIFIED AUCTION SOLUTION DRIVES RESULTS FOR IQIYI

iQIYI International is one of the foremost online entertainment video services in China with a daily subscriber base of over 100 million. The company was founded in 2010 by Baidu, the company behind China's largest search engine. The platform combines creative talent with technology to foster an environment for continuous innovation and the production of blockbuster content.

THE CHALLENGE

As a premium TV streaming service, iQIYI wanted a technology partner that specialized in biddable inventory management to get the maximum value for their OTT and CTV audiences. They were looking to optimize the performance of their inventory by leveraging unified auction technology. This would enable iQIYI to run their IO, PG and PMP campaigns simultaneously, for more competition and higher returns.

THE SOLUTION: OPENWRAP OTT

The team at PubMatic deployed OpenWrap OTT, PubMatic's unified auction platform for OTT/CTV publishers, to drive higher bid requests and revenue for iQIYI. Through an agnostic, in-line bidding integration of OpenWrap OTT, iQIYI seamlessly accessed advertiser demand through biddable deal types, driving higher yield. The in-line bidding integration enabled iQIYI to avoid the heavy lift of VAST tag management in their ad server. By leaning on OpenWrap's optimization suite and advanced analytics, iQIYI more effectively managed and monetized their audience.

Having a partner who operates in both the local southeast Asia market and iQIYI's domestic China market was crucial for the publisher. PubMatic's local customer success team completed integration setup promptly, enabling iQIYI to launch and begin monetizing their supply almost immediately.

SUCCESS BY THE NUMBERS

iQIYI obtained a 960% increase in bid requests and a 610% increase in revenue.

960%

Increase in Bid Requests

610%

Increase in Revenue

“ We're thrilled with the results we've seen since implementing OpenWrap OTT. We saw an immediate uplift in both bid requests and overall programmatic revenue. The PubMatic teams worked hand in hand with our local Southeast Asia and China teams to identify the optimal monetization setup for our platform, and get it implemented quickly and efficiently. ”

FRANKIE FU
VP INTERNATIONAL
IQIYI INTERNATIONAL

Source: PubMatic internal data from February 21, 2023 – March 6, 2023 (before integration) and March 21, 2023 – April 3, 2023 (post integration) for a single deal type