

CASE STUDY: SSP

NEWSBREAK SEES 107% INCREASE IN REVENUE ACROSS PUBMATIC-MONETIZED INVENTORY

With 50M+ MAU and sourcing 1.2M+ articles each week, NewsBreak is one of the most downloaded news apps in the US across iOS and android. The company's vision is to be the world's largest local information platform, connecting and empowering local users, publishers, contributors, and advertisers.

THE CHALLENGE

NewsBreak's mission is to reinvent local news and information; to fill the void created by news deserts as papers around the country have shuttered their doors. By making local information easily accessible and abundantly available, Newsbreak aims to help people and communities everywhere be more vibrant and connected to each other.

NewsBreak focuses on capturing programmatic spend from premium advertisers, always ensuring its inventory remains transparent, fraud free and stands out with buys for Supply Path Optimization (SPO). NewsBreak would like to increase awareness within the advertiser and agency community, while simultaneously capturing increased premium advertiser exchange spend.

THE SOLUTION: PUBMATIC SSP

NewsBreak partnered with PubMatic to maximize their programmatic revenue through connections with premium advertisers and unique budgets available via SPO. Starting in Q4 of 2022, PubMatic worked with Newsbreak to curate inventory for buyer deals and SPO efforts. PubMatic's team provided clear visibility into NewsBreak's SPO status and helped the publisher optimize to drive scale.

The work began with open auction and auction packages, but then they quickly evolved to bring NewsBreak's sold private marketplace deals (PMP) onto the PubMatic platform. PubMatic Client Services supported all technical and process questions for NewsBreak and buyers to ensure a seamless deal process. As a result, PubMatic became a platform of choice for their PMPs.

“ PubMatic's unique demand and marketing of SPO deals with their key buy-side relationships really pushed our partnership forward, helping maximize our revenue. PubMatic's team was there every step of the way to support us and our advertisers to ensure deals were accepted and spend flowed quickly. ”

SCOTT KELLIHER
HEAD OF REVENUE
NEWSBREAK

SUCCESS BY THE NUMBERS

+107%

YoY in overall PMP revenue*

+71%

YoY in revenue**

+14%

YoY in open market revenue

Source: PubMatic internal data (May 2023 compared to May 2022)

*across PubMatic-monetized inventory

**from PubMatic-sourced deals