

# NINE WAYS TO REV UP YOUR HOLIDAY REVENUE

---

The holiday shopping season is right around the corner and an eventful 2024 is sure to follow. It's the perfect time of year to take advantage of all the spend coming online, and to get in shape for the new year and new budgets. Work with PubMatic to focus on optimizations you can roll out now to get set to monetize more in Q4 and the year to come.

## ❑ 1. 'TIS THE SEASON FOR CTV/OTT CONTENT SIGNALS

Advertisers are leaning into CTV/OTT and demanding more transparency to better target and optimize their spend. Publishers passing content object signals such as Genre, Rating, Language, Category, Title, Series and Episode see a CPM lift compared with publishers that are not passing these values in their requests.

## ❑ 2. DECK YOUR HALLS WITH PMPs

We do the heavy lifting so you can focus on other areas of your business. Our Deal Desk team helps with deal set-up, monitoring and optimization of any and all PMPs you run through the PubMatic platform. Connect with us to discuss how we can partner together to help scale your PMP revenue.

## ❑ 3. 'T WAS NEARLY ELECTION SEASON AND ALL THROUGH THE HOUSE

With the 2024 primaries nearly upon us, there's no better time publishers with US inventory to get ready to capture additional revenue from what's predicted to be the highest political ad spend year on digital to date. PubMatic understands not all political ads are the same and we had publishers like you in mind when we created our Creative Approval Tool, which provides full control over which ads can be shown on your properties, with previews of all ads available and empowering you to filter out creatives that you don't want your users to see. What's more, it gives you clarity into the revenue potential for each creative. Ask about our Creative Approval Tool today.

## ❑ 4. FILL OUR STOCKINGS WITH YOUR UPDATED MEDIA KIT

It may seem basic, but details matter! Help the PubMatic team more effectively pitch buyers on behalf of your inventory by providing our team with an updated media kit showcasing what makes your content valuable to advertisers. Having the most up-to-date information on your audience demographics and content goes a long way with not only our sellers but also our PMP packaging teams, who can add your supply to new or existing PMP deals.

## ❑ 5. INCREASE YOUR DATA APPETITE

For mobile app inventory, check that these important parameters are populated in the bid requests: app bundle, app store URL, advertising ID (for Android), SKADnet ID (for iOS), user gender, age, keywords, location (country, postal code, and GPS-based lat/long), connection type (3G, 4G, 5G, or Wifi) and device info (OS, make, and model). Your inventory can be much more desirable with the above information accurately included in the bid request.

## ❑ 6. MAKE SURE YOUR VIDEOS HAVE THE "SOUND ON"

As you may be aware, the IAB made changes to its [Video Ad Format Definitions](#) and introduced a new attribute for video placement type ("plcmt"). Among the most notable changes to the guidelines is what qualifies as "in-stream" video ad placement. The best way to provide a clear picture of your inventory's value to buyers is by passing a cohesive set of relevant signals in the bidstream based on the updated definition of in-stream. We recommend publishers adopt the IAB's new guidelines now about what qualifies as in-stream video ad placements and adopt the new video placement parameter (video.plcmt).

## □ 7. DON'T LEAVE YOUR HOLIDAY COOKIES OUT PAST DECEMBER

With Google set to start deprecating third-party cookies in Q1 2024, now is a great time to get ahead of the impending cookieless future by embracing alternative IDs. Buyers are testing new alternative identity solutions that are delivering tangible yield improvements for publishers. These IDs – like those from Lexicon, LiveRamp, Lotame, and ID5 – not only help publishers test and learn about identity management, they also drive yield improvements today from cookieless browsers. In fact, publishers saw **eCPMs double** in cookieless browsers when using LiveRamp's ATS via Identity Hub. We are here to discuss your addressability strategy to help you get ahead of the coming cookie changes.

## □ 8. OPTIMIZE TO MONETIZE

Take some time to review blocklists and confirm that your floor price settings and DSP mappings are consistent across all partners. New advertiser categories, such as sports gambling, may be attracting increased spend this season. Which ad categories and advertisers are you blocking today, leaving these buyers with no chance to connect with your audience? It's not uncommon to find a top advertiser that was blocked long ago because of a direct sold deal with no activity since, gating programmatic spend.

## □ 9. REIN IN ANY INEFFICIENT INVENTORY

With more and more advertisers shifting ad spend towards sustainable supply now is a great time to evaluate your carbon footprint and only send monetizable inventory. Green is good and it's also efficient and just smart business. We are leading our publisher and advertiser partners to a greener, more efficient supply chain of the future. Get in touch and find out how to optimize your sustainable, responsible revenue opportunity.

---

Get in touch today to learn more and put these ideas to work for you. If you take advantage of some of these ideas you're likely to have a holiday season to remember!

### ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) delivers superior revenue to publishers by being an SSP of choice for agencies and advertisers. PubMatic's cloud infrastructure platform for digital advertising empowers independent app developers and publishers to increase monetization while enabling media buyers to drive return on investment by reaching and engaging their target audiences in brand-safe, premium environments across

ad formats and devices. Since 2006, PubMatic has been expanding its owned and operated global infrastructure and continues to cultivate programmatic innovation. PubMatic operates 15 offices and eight data centers worldwide.

**For more information, please contact us at [info@pubmatic.com](mailto:info@pubmatic.com)**