

CASE STUDY: OPENWRAP SDK

SOFASCORE INCREASES PROGRAMMATIC REVENUE BY 197% WITH PUBMATIC'S OPENWRAP SDK

Sofascore is a sports data company based in Croatia that attracts 24 million monthly users globally. It offers live score services through its website and mobile apps that cover around 11,000 tournaments in over 20 sports and more than 30 languages.

THE CHALLENGE

Sofascore started to see a stagnation in performance with their incumbent solution, which they attributed to suboptimal Prebid functionality support. Without wanting to overstretch their in-house resources, Sofascore sought out a third-party solution to help manage and optimise its mobile app monetisation stack without compromising the user experience.

THE SOLUTION: PUBMATIC'S OPENWRAP SDK

Sofascore opted to integrate OpenWrap SDK, PubMatic's unified auction solution for mobile app developers built on Prebid, allowing them to manage partnerships with multiple demand partners. The solution ensures that Sofascore's valuable inventory is accessible to all demand partners across the programmatic ecosystem, thus maximising advertising revenues.

PubMatic's OpenWrap SDK not only outperformed Sofascore's previous solution but also consistently delivered monthly incremental gains over the initial four months post-integration. The results were remarkable, showcasing a 197% increase in revenue when compared to an alternative unified auction solution.

SUCCESS BY THE NUMBERS



*197% revenue growth refers to the earnings generated through the PubMatic platform
Source: Sofascore Data for April 2023 and PubMatic Data for April 2023

“ By partnering with PubMatic and leveraging their OpenWrap SDK header bidding solution we have overcome many challenges in programmatic advertising and seen a significant increase in revenue. The implementation of OpenWrap SDK seamlessly integrated and streamlined auctions, resulting in improved CPM, increased revenue, and higher fill rates. The team at Sofascore can now focus on delivering a top-notch user experience while optimising their programmatic advertising strategy which is much easier now thanks to PubMatic's OpenWrap SDK. ”

BRANIMIR LASNICKO
AD OPERATIONS TEAM LEAD
SOFASCORE