

CASE STUDY: OPENWRAP WEB

PUBMATIC'S HYBRID BIDDING SOLUTION DELIVERS 35% INCREASE IN REVENUE

The publisher is a daily print newspaper and web publication that is part of one of the oldest and largest publishing houses in Europe.

THE CHALLENGE

Programmatic advertising, supported by unified bidding is a key revenue stream for the publisher. While they already leveraged PubMatic's OpenWrap Web as their client-side Prebid wrapper solution, the publisher was keen to add a Prebid Server set-up as a way to drive additional yield opportunities through the platform.

THE SOLUTION: PUBMATIC'S OPENWRAP WEB

The team at PubMatic recommended a hybrid bidding deployment (where both client-side and server-side Prebid bidders run in parallel) with OpenWrap Web. An A/B test was conducted to compare the performance of the hybrid bidding setup against their previous configuration. Additionally, OpenWrap Web helped simplify the duplication of multiple bidders and allowed the publisher to easily experiment with many setups. By utilizing OpenWrap Web, the publisher was able to offset Prebid server costs and increase their top line income.

SUCCESS BY THE NUMBERS

OpenWrap Web delivered greater performance across several KPIs:

35%

increase in revenue

102%

increase in bid requests

92%

increase in eCPM

34%

increase in bid responses

Source: PubMatic internal data from March 27- April 23, 2023 (standalone setup) and April 24 - May 22, 2023 (hybrid setup).