

 CASE STUDY

GROWING REVENUE THROUGH HEADER BIDDING

The shift toward header bidding technologies for premium publishers has dominated programmatic discussions for obvious reasons – increases in eCPMS, revenue, yield and control over inventory. The overwhelmingly positive impact of header bidding can be seen not only overall on PubMatic’s platform, where premium publishers see **53% higher CPMs*, on average**, but also across major content verticals, including news, retail / e-commerce, financial information and entertainment & lifestyle.

KEY BENEFITS FOR PUBLISHERS

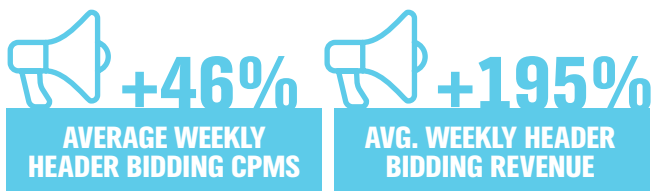
1. Maximized revenue opportunities by allowing programmatic demand to compete with direct-sold inventory
2. Regain control of ad decisioning process
3. Faster site performance with the elimination of passbacks



We want to highlight the experiences of four premium publishers that have experienced significant gains in CPM and revenue performance through PubMatic’s header bidding technology, Decision Manager.

NATIONAL NEWS PUBLISHER

A large-scale national news publisher leveraged header bidding technology to help its brand advertisers scale their campaigns across multiple web properties and drive significant revenue and CPM gains. From Q4 2015 to Q1 2016, the company saw:



GLOBAL RETAIL / E-COMMERCE PUBLISHER

A global retail / e-commerce publisher used header bidding to enhance the connections between advertiser partners, allowing them to target consumers at the most relevant moments in the purchasing lifecycle. In Q1 2016, the company saw:



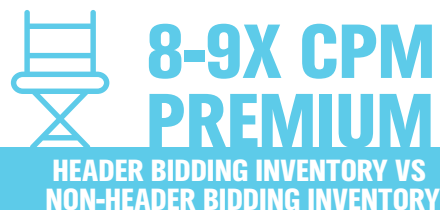
FINANCIAL INFORMATION PUBLISHER

A leading financial information premium publisher fully embraced header bidding after early successes, and now sees the vast majority of ad revenue (on PubMatic's platform) coming from header bidding demand sources. In 2016, the company has experienced:



ENTERTAINMENT & LIFESTYLE PUBLISHER

After implementing header bidding, this large-scale entertainment & lifestyle publisher was able to enhance targeting for brand advertiser campaigns and achieve higher value for its inventory. In 2016, the company has seen:



ABOUT PUBMATIC

PubMatic is the leading marketing automation software company for publishers. Through real-time analytics, yield management, and workflow automation, PubMatic enables publishers to make smarter inventory decisions and improve revenue performance. Focused on serving the needs of premium publishers, PubMatic inspires buyer confidence by providing flexibility in audience discovery and planning media campaigns through its Media Buyer Console and APIs. The company's marketing automation software

platform provides a global roster of comScore publishers with a single view into their advertiser relationships across every screen, every channel and every format. PubMatic was ranked by Deloitte as one of the fastest growing companies in the US Internet sector for the fourth consecutive year in 2015. The company has offices worldwide, and is headquartered in Redwood City, California.

CONTACT

For more information, please contact us at info@pubmatic.com