

CASE STUDY: AUCTION PACKAGES

PUBLICIS GROUP INDIA SAW IMPROVED WIN RATES AND MORE EFFICIENT CPMs

Publicis Group has a long-standing partnership with PubMatic that is focused on driving supply path optimization for its brand and performance advertisers.

THE CHALLENGE

Information regarding the position of video ads on a page is not always accurately declared within the DSP. Faced with this lack of visibility, Publicis Groupe utilized Auction Packages from PubMatic to gain more transparency and improved media quality.

THE SOLUTION: PUBMATIC'S AUCTION PACKAGES

PubMatic's Consumer Experience Auction Package saw 80% higher win rates, delivered better ad placement and better pricing for Publicis Groupe, vs. buying standard ad units via its DSP.

PubMatic's Auction Packages are an effective way for buyers to make programmatic auctions more efficient by allowing them to target consumers at scale while retaining control of what they're buying. Publicis Group activated PubMatic's Consumer Experience Auction Packages for video buys, which pulled back the curtain of what inventory, ad format, and placements the agency was buying. This drove improved campaign performance across key quality metrics such as completion rate and viewability.

“ With PubMatic's Consumer Experience Auction Package, we've achieved incredible results that drove cost efficiencies across the programmatic campaigns. Increased viewability, higher win rates, more efficient CPMs, incremental niche publishers reached at scale & so much more. We've consistently outperformed our benchmarks through these auction packages. ”

TANMAY MOHANTY
CEO MEDIA SERVICES
PUBLICIS GROUPE INDIA

SUCCESS BY THE NUMBERS

- Publicis Group India saw more efficient CPMs
- 12% higher video completion view for a 30-sec creative
- Improved internal quality measurement, such as increasing the measurable audible online video inventory

80%+

Higher win rates

12%

Increase in viewability over benchmark

7%

More cost efficient CPMs over other deals

TOP 10

Incremental niche publishers reached at scale

Source: Publicis Group India internal data January 1, 2023 – January 31, 2023