

## CASE STUDY: NATIVE FORMAT

# MEDIAVINE INCREASED OPENRTB NATIVE DEMAND VIA PUBMATIC PARTNERSHIP

**Mediavine, founded in 2004, now exclusively represents 10,000 publisher partners and is a Comscore Top 20 property.**

### THE CHALLENGE

Mediavine launched its OpenRTB-based native solution in late 2020 to diversify demand for existing ad placements.

This was a great alternative to the standard 300x250 banner, offering advertisers and users an engaging ad experience to combat “banner blindness.” Building their own OpenRTB native solution allowed Mediavine to control the look and feel of native ads. However, Mediavine still faced challenges in driving more native demand.

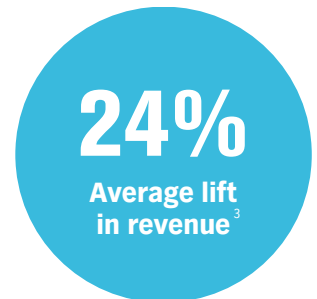
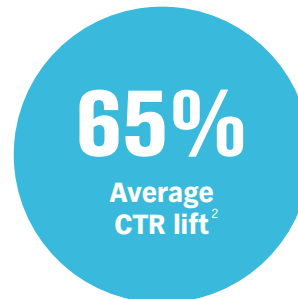
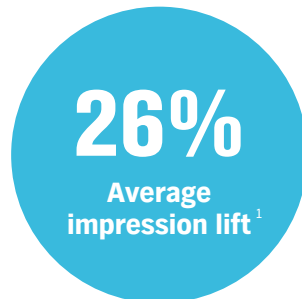
### THE SOLUTION: PUBMATIC'S SCALE & SPEED

PubMatic's OpenRTB native support and scaled DSP portfolio enabled a smooth integration, seamless launch, and expedited ramp-up.

After only two months live, PubMatic had risen to become Mediavine's number-two OpenRTB native partner. Since launching native with PubMatic, Mediavine has achieved a 24% increase in monthly native revenue.

### SUCCESS BY THE NUMBERS

By partnering with PubMatic, Mediavine saw a significant uplift in monetized impressions, average CTR, and revenue.



“ This activation of PubMatic's native demand has helped Mediavine achieve an almost 25% increase in monthly native revenue. ”

BRAD HAGMANN  
SVP OF ADVERTISING  
TECHNOLOGY, MEDIAVINE

<sup>1</sup> Average lift in impressions from native OpenRTB inventory via PubMatic

<sup>2</sup> Average lift in CTR based on the last 30 days of data via PubMatic inventory

<sup>3</sup> Average lift in revenue from native OpenRTB inventory via PubMatic