

CASE STUDY: OPENWRAP WEB

PUBMATIC DELIVERS AN INCREASE IN CPMs AND RPMs FOR ABS-CBN

ABS-CBN is one of the leading media and entertainment companies in the Philippines. They have offerings across a range of media platforms, servicing a wide array of customer segments. The company also delivers programming outside of the Philippines to more than 3 million viewers in North America, the Middle East, Europe, Australia, and throughout Asia.

THE CHALLENGE

ABS-CBN needed to revamp their ad tech stack to improve efficiency and revenue for their web properties. Their previous tag-based setup was used for all activations across banner inventory, but it was not delivering to expectations.

THE SOLUTION: OPENWRAP WEB

With the help of PubMatic's team of experts, ABS-CBN successfully implemented a unified auction solution via OpenWrap Web. The shift to a more dynamic and efficient inventory management helped the publisher understand the true value of each impression and ad request.

This OpenWrap Web integration also enabled ABS-CBN to activate bespoke deals for advertisers, which helped scale agency ad spend and opened additional partnership opportunities.

SUCCESS BY THE NUMBERS

After implementation the publisher saw an uplift in both CPMs and RPMs (revenue per 1000 ad requests) which increased 49.8% and 50.1% respectively during the following 6 months after Open Wrap was deployed across properties.

“ Despite facing challenges in recent years, ABS-CBN has been committed to innovation and change. One significant change we have adapted is adopting header bidding, through PubMatic's proprietary solution, OpenWrap, for our display inventory. ”

JAN ARNAIZ
HEAD OF PROGRAMMATIC & YIELD
ABS-CBN

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Uplift
in CPMs

50.1%

Increase
in RPMs