PubMatic + AnyMind™

HOW ANYMIND GROUP'S POKKT INCREASED PMP REVENUE WITH PUBMATIC BY 194%

AnyMind Group is a technology company, providing business tech that supports production, e-commerce, marketing, and logistics in 15 markets and 22 offices around the world.

THE CHALLENGE

AnyMind Group experienced increased demand for its rewarded video ad formats, made available through its POKKT offering following the pandemic. As demand grew, they reached reporting and infrastructure capacity limits across the POKKT ad tech architecture.

AnyMind Group wanted a partner to help them scale their private marketplace (PMP) infrastructure, while providing the transparency, brand safety, and operational support needed for growth.

THE SOLUTION: PUBMATIC'S PMP

PubMatic's customizable private marketplaces provided the performance optimization levers and scale which POKKT needed, while maintaining control over their audiences, inventory, and data.

PubMatic's access to a wide network of buyers, API integrations with key DSP partners, and robust reporting capabilities supported their infrastructure needs. Granular reporting within the UI made it possible for the AnyMind Group's POKKT to track their core KPIs such as complete-view rate, click-through rate, and view-through rate at the line-item level.

A dedicated PubMatic account team created opportunities for AnyMind to expand and operationalize their core PMP offering. Leveraging PubMatic's scale and infrastructure, POKKT saw a 194% year-over-year increase in total PMP revenue.

> " PubMatic places a strong emphasis on transparency, ensuring brand safety, and enabling precise audience targeting. These core principles empower us to make informed, data-driven decisions that enhance the performance of AnyMind Group's buyer partners. "
>
> **AZAM SHAIKH**
> **VICE PRESIDENT, DELIVERY & OPS**
> **ANYMIND**

SUCCESS BY THE NUMBERS

194%
Increase in PMP revenue YoY

183%
Increase in monetized impressions YoY

Source: AnyMind Group, PubMatic internal data, Jan 2021 — Dec 2022