

PubMatic + dwango

CASE STUDY: OPENWRAP SDK

PUBMATIC DELIVERS 27% CPM UPLIFT FOR DWANGO

Dwango Co., Ltd., founded in 1997, is one of Japan's leading IT companies. Niconico Douga, operated by Dwango, is a social video media platform with over 96 million members where people can enjoy commenting on posted videos that are mainly UGC.

THE CHALLENGE

Dwango monetizes through subscription, in-app purchases, and in-app ads, with in-app ads being a primary focus for the company. However, recently the publisher has seen their ad revenue and eCPM plateau, and in some instances decline. Facing these challenges Dwango sought out a programmatic solution that allowed them to access unique brand demand while providing advanced tools through a central UI. It was also important for them to implement a solution that was interoperable with leading in-app mediation platforms.

THE SOLUTION: PUBMATIC'S OPENWRAP SDK

After testing several in-app unified auction solutions, Dwango determined that OpenWrap SDK would best suit their needs. The lightweight SDK built on top of Prebid seamlessly integrated with their current mediation platforms. With OpenWrap SDK, Dwango can leverage over 150 demand partners, far more than they previously had access to. The publisher also is easily able to uncover new insights on how to optimize yield and manage demand partners through a cloud-based UI all while not requiring any changes to the SDK and app.

Additionally, with OMSDK pre-integrated, PubMatic's SPO relationships, and transparent auctions OpenWrap SDK enables publishers to access premium brand spend which in turn drives incremental revenue.

Throughout the testing and integration period, Dwango was impressed by the professionalism and efficiency of the PubMatic's customer success team. Having a dedicated team of monetization experts from PubMatic, they were able to significantly reduce the workforce on ad monetization, and allocate more resources to product improvement and user experience.

SUCCESS BY THE NUMBERS

By integrating PubMatic's OpenWrap SDK into their current mediation platform, Dwango saw a significant increase in both eCPM and revenue.

27%

Overall
CPM

11%

Overall
Revenue

17%

Programmatic
eCPM

14%

Programmatic
Revenue

“ PubMatic's OpenWrap SDK significantly increased app revenue. In addition, we were able to get quick respond to any questions we had regarding to implementation, and were able to implement the system smoothly. We would like to thank the PubMatic staff for their kind support.

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Source: data from Dwango, 3 weeks before and after OpenWrap SDK integration.