PubMatic

IDENTITY SOLUTIONS

PREBID USER ID MODULE AS A SERVICE—IMPROVING PUBLISHER MONETIZATION THROUGH AUDIENCE ADDRESSABILITY

Audience addressability is essential so buyers can recognize a publisher's valuable audience and bid more on its inventory, maximizing publisher revenue and buyer campaign performance— a win-win. However, as the regulatory compliance climate has risen, tech providers such as browsers are evolving, and their changes are threatening audience addressability as we know it.

CHALLENGES

Whether it was first Apple's Safari or Mozilla's Firefox, or now Google Chrome blocking third-party cookies, these changes are reducing publishers' revenue from digital advertising. Against this landscape, the digital advertising ecosystem is scrambling to find solutions to these challenges. Especially as new emerging media formats rise such as mobile and CTV, where cross-device and platform addressability is lacking to connect users and behaviors across multiple devices.

SOLUTION

It's not all doom and gloom, we have the opportunity to come together as the independent open web and determine a better path forward. We help our clients 'address' addressability with ID-agnostic solutions that can achieve the accuracy, privacy, and scale needed to enable targeted advertising across the open Internet.

PubMatic's Identity Hub, an enterprise extension of Prebid's User ID module including an easy-to-use UI, analytics, and customer support, allows publishers to quickly and seamlessly support multiple IDs for each ad impression, thereby ensuring that buyers can recognize the publisher's audience and bid more on its inventory, maximizing publisher revenue and buyer campaign performance.

KEY FEATURES

ID Agnostic: Leverage existing Prebid User ID module integrations, including over 10 major partner IDs such as IAB DigiTrust, The Trade Desk Unified ID, ID5, LiveIntent, and more

Self Service: Implement and configure partner IDs through an intuitive UI, without the need for valuable developer resources

Analytics: Track the incremental value of each partner ID with built-in analytics and reporting

Addressability: Increase programmatic ad revenue by ensuring the buy-side can recognize the publisher's audience and bid your inventory

OPENWRAP INTEGRATION

Identity Hub is pre-integrated with OpenWrap, PubMatic's leading Prebid-as-a-Service wrapper solution, making it easy for publishers to activate the tool today with a few clicks.

GLOBAL MONETIZATION RATE

Bar chart — Y-axis: MONETIZATION INDEX; X-axis: LEVEL OF ADDRESSABILITY. No Cookie or Device ID: 100; Cookie or Device ID (Anonymous): 190; Registration Based: 361