CASE STUDY

PubMatic reveals significant improvements across match rates and efficiency by adopting the unified ID solution

Unified ID Solution   **PubMatic**

SSP:
PubMatic

Methodology:
The Trade Desk unified ID solution

Goals:
- Increase match rates
- Increase bids and fill rates
- Reduce costs

Approach:
- Implemented unified ID solution

Results

ADDRESSABLE AUDIENCE:

99.8%
Total match rate

AUCTION PARTICIPATION:

317% ↑
Higher fill rates

95% ↑
Number of bids

COST SAVINGS:

80-90% ↓
Cookie storage and pixel calls

Building a better internet

As the largest independent demand-side platform (DSP), The Trade Desk has one of the most ubiquitous cookie footprints in the world. As a key industry initiative to help make advertising better for everyone, we are giving away our proprietary cookie ID for free with the unified ID solution. By letting any other DSP, supply-side platform (SSP), data management platform (DMP), or data provider match audience data using one of the most prevalent IDs in the ecosystem, we're providing the best opportunity to scale a truly universal ID.

The benefits of a common cookie language

PubMatic was an early adopter of the unified ID solution. Like The Trade Desk, they saw the benefits of a cookie consolidation solution from both the SSP and consumer perspectives

> " Together, we believe that the efficiency of the independent Internet benefits from going from many to few IDs across the ecosystem. Publishers need alternatives outside of the walled gardens and we support the privacy-compliant solutions that buyers adopt to deliver that outcome. The results prove that identity tools like the unified ID solution are imperative to put more power in the market's hands and enable the continued success of all players within the programmatic ecosystem. "

John Sabella, Chief Technology Officer, PubMatic

Adopting the unified ID solution not only drives the industry forward, but also drives your business forward by improving your ability to identify the user and enabling technical efficiencies. Following their adoption of the unified ID solution, PubMatic's total match rate of cookie-able impressions reached 99.8%, a new benchmark for the industry. PubMatic identified a particularly high match rate improvement with smaller DSP partners, with an average of 35% lift over those DSPs' own proprietary cookies. From a cost efficiency perspective, PubMatic has also been able to reduce cookie-storage and pixel calls by 80 to 90%.

Additional PubMatic analysis found that overall auction participation yielded 143% higher paid CPM for recognized users where a cookie or device ID was present. Furthermore, identified users were nearly two times as likely (+95%) to be bid on, resulting in higher fill rates for those users.

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