

# Three Ways

# Benchmarking Data can Save the Day for Publishers

Only 25% of media analytics professionals are very satisfied with their benchmarking solutions.\* The benchmarking available in PubMatic Analytics allows publishers to assess competitive peers in order to compare how their programmatic inventory is performing.

## A Tale of Two Publishers

### Publisher One

**USES  
THE COMPETITIVE  
BENCHMARKING OFFERED BY  
PUBMATIC PREMIUM ANALYTICS**

### Publisher Two

**DOESN'T HAVE ACCESS TO  
COMPETITIVE  
BENCHMARKING INSIGHTS**



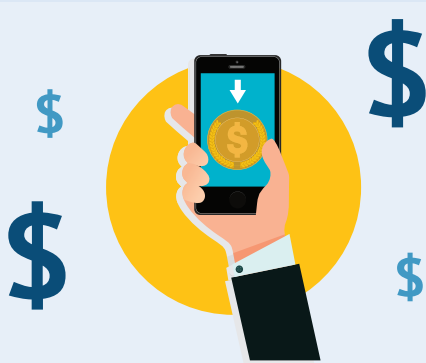
Uses benchmarking to identify advertisers spending with competitive publishers, and then creates target list of new advertisers to approach.

#### CHALLENGE ONE

**CRO wants to  
aggressively pursue new  
programmatic advertisers**



Establishes task force and has several ongoing meetings to create advertiser target list based on informal research and internal opinions.



Benchmarking insights show that a specific advertiser is reducing spend across all peer publishers.

Publisher #1 proactively contacts advertiser to assess needs for increasing spend.

#### CHALLENGE TWO

**Both publishers experience  
a 15% decline in eCPM  
over previous two weeks**



Has several meetings to determine why eCPM has declined, modifies packages, but unsure whether changes will normalize eCPM rate.



Benchmarking insights show that mobile app eCPM are 20% below average of competitors. Publisher #1 raises eCPM for mobile app inventory packages, which increases overall revenue.

#### CHALLENGE THREE

**Both publishers want to  
assess if they are fully  
realizing value of their  
mobile inventory**



Unknowingly underperforms with mobile app inventory compared to peers, and doesn't take action for several quarters.

## Benchmarking Insights save the day

PubMatic's industry-first benchmarking insights allow publishers to identify new potential advertiser relationships, better understand the value of their inventory and keep track of their relative performance across platforms and devices. To find out more email [publisher-sales@pubmatic.com](mailto:publisher-sales@pubmatic.com)

\* Source: Forrester Custom Research for PubMatic, n=110 media analytics professionals (May 2015)

PubMatic is the marketing automation software company that powers the advertising strategy of premium publishers. Through workflow automation, real time analytics and yield management, PubMatic enables publishers to make smarter, faster decisions that drive revenue and streamline operations. The company's software solution provides a global roster of comScore publishers with a single view into their advertiser relationships across every screen, every channel and every format. PubMatic was ranked by Deloitte as one of the fastest growing companies in the US Internet sector for the third consecutive year in 2014. The company has offices worldwide, and is headquartered in Redwood City, California.

**PubMatic**