

CASE STUDY: OPENWRAP OTT

AGENCY SCALES OTT REACH 14X FROM UNIFIED AUCTIONS

Does header bidding bring scale to OTT? How does header bidding benefit buyers?

SET UP

In order to demonstrate the efficiency and scale benefits of OTT header bidding, PubMatic suggested a head-to-head test with PubMatic's OpenWrap OTT header bidding wrapper and a tag-based integration from another SSP that specializes in video and CTV. Both deals were set up via a single Deal ID from the same publisher for testing consistency. The test ran for 30 days.

RESULTS

PubMatic's OpenWrap OTT header bidding wrapper outperformed the tag-based integration across all categories for this agency.

Integration Type	PubMatic	Competitor SSP
	Unified Auction via OpenWrap OTT	Tag-based
CPM	\$19.91	\$20.17
Avails	332MM	238MM
Win Rate	17%	4.60%
Wins	172,251	12,065

PUBMATIC PERFORMANCE DELTA

-1.3% CPM	39.5% Avails
3.7X Win Rate	14.3X Wins



GREATER INVENTORY ACCESS

Unified auctions conducted through OpenWrap OTT produced 39.5% more bid opportunities vs. the tag integration.



HIGHER WIN RATES

Win rates through OpenWrap OTT were 3.7x higher and total wins were 14x higher than from tag integrations, thanks to the combination of more bid opportunities and ability to compete at a higher priority in a unified auction.



MORE EFFICIENT CPMs

CPMs from OpenWrap OTT were 1.3% lower than the tag integrations due to transparent and dynamic bid opportunities vs. fixed fee deals.

This case study is for demonstration purposes only. The results of this case study are not guaranteed, and actual results may vary.