

## CASE STUDY

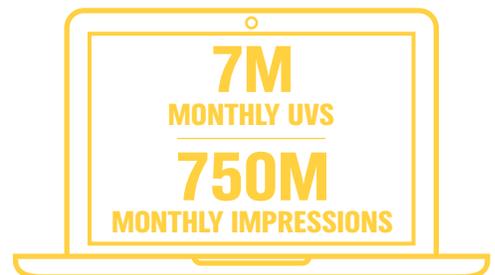
# ADAPT ADX

Adapt ADX is a Swedish publisher consortium consisting of six of the country's largest newspaper groups



75%

OF SWEDISH  
NEWS READERS



## THE STORY BEHIND THE SUCCESS

In May 2015, the company was searching for a supply-side platform (SSP) partner with a deep understanding of programmatic advertising and significant experience working with companies of Adapt ADX's scale. In the twelve months prior, Adapt ADX saw a 400% increase in demand for programmatic advertising as its audience rapidly shifted to digital consumption.

## ADAPT ADX SELECTED PUBMATIC FOR 3 KEY REASONS

1. PubMatic's unique publisher focus and ability to bring demand from all parts of the world to Sweden's growing digital media market.
2. Adapt ADX's growing portfolio of cross-platform assets required a partner with cross-platform programmatic experience.
3. PubMatic's extensive experience in private marketplaces (PMPs) was attractive as Adapt ADX was looking to monetize its high-quality, audience-based inventory through PMPs.

## A TAILORED APPROACH TO PRIVATE MARKETPLACES

PubMatic's deep experience in programmatic advertising, supported by robust customer and technical service, enabled Adapt ADX to hit the ground running upon implementation. Adapt ADX's previous SSPs were unable to deliver PubMatic's level of service.

Adapt ADX's sales team are able to easily and seamlessly input deals into PubMatic's platform, and receives deal management support from PubMatic.

More recently, Adapt ADX has worked closely with PubMatic to develop the ability to sell different ad formats within the same tag.

**“The platform is really easy to use. We use it all the time for our PMPs, and PubMatic is there to help when we encounter any issues. Cross-platform is the future of digital media. We know that better than anyone coming from a print origin. The global population is increasingly consuming their news through multiple devices, and Swedes are above average when it comes to time spent with digital.”**

— Anna Ireby, CEO at Adapt ADX

## SUCCESS BY THE NUMBERS

Nine months after a successful partnership with PubMatic, Adapt ADX has seen positive results. Programmatic revenues have increased **20%** since implementation in June 2015, and average CPMs have increased **10%** in that time, across both desktop and mobile.

Additionally, its PMP set up has helped monetize its valuable, high-quality inventory at scale. Since PubMatic implementation, Adapt ADX's PMP revenues have increased **110%**, and its average CPMs have risen **95%**.

**PMPs**

**110%**  
Increase  
in revenues

**95%**  
Increase in  
avg. CPMs

**Overall**

**20%**  
Increase  
in revenues

**10%**  
Increase in  
avg. CPMs

### ABOUT PUBMATIC

PubMatic is the leading marketing automation software company for publishers. Through real-time analytics, yield management, and workflow automation, PubMatic enables publishers to make smarter inventory decisions and improve revenue performance. Focused on serving the needs of premium publishers, PubMatic inspires buyer confidence by providing flexibility in audience discovery and planning media campaigns through its Media Buyer Console and APIs. The company's marketing automation software platform 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 fourth consecutive year in 2015. The company has offices worldwide, and is headquartered in Redwood City, California.

### ABOUT ADAPT ADX

Adapt ADX is a programmatic premium ad-exchange founded of six of the biggest news media players in Sweden in 2014. Adapt ADX make premium media inventory available at scale to advertisers/agencies through programmatic channels on all devices and all formats.

### CONTACT

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