

Publishers Increase Yield and Addressable Reach Across Cookieless Browsers

LiveRamp Authenticated Identity Infrastructure



Challenge

- Implement an addressable solution that enables PubMatic's publisher network to identify and activate an identifier within inventory across cookieless environments
- Improve accuracy, reach, and scale to increase yield



Solution

- PubMatic's integration with LiveRamp Authenticated Identity Infrastructure enables the connection of authenticated publisher inventory with advertiser demand
- Compare addressable reach and CPM in cookieless browsers

Results

- Higher CPMs for Safari and Firefox inventory
- Improved addressable reach for high-value consumers
- Fewer unmonetized impressions

↑ **76%**

CPM in cookieless browsers

↑ **18%**

Addressable audience reach in cookieless browsers