



★ PubGalaxy

Petango®

Case Study



ABOUT THE COMPANY

Petango.com is **the first adoptable pet search site to exclusively offer real - time updates of adoptable pets in shelters across North America.** Their humane cause attracts apprx. 1 .5M visits per month.frustrations are.

CLOSE COLLABORATION



Petango started monetizing their inventory via PubGalaxy in September 2016. Ever since both teams have been working in close collaboration. This allowed PubGalaxy to fully understand the publisher's needs and specific requirements and thus be able to deliver sustainable results and continuously optimize for better performance.

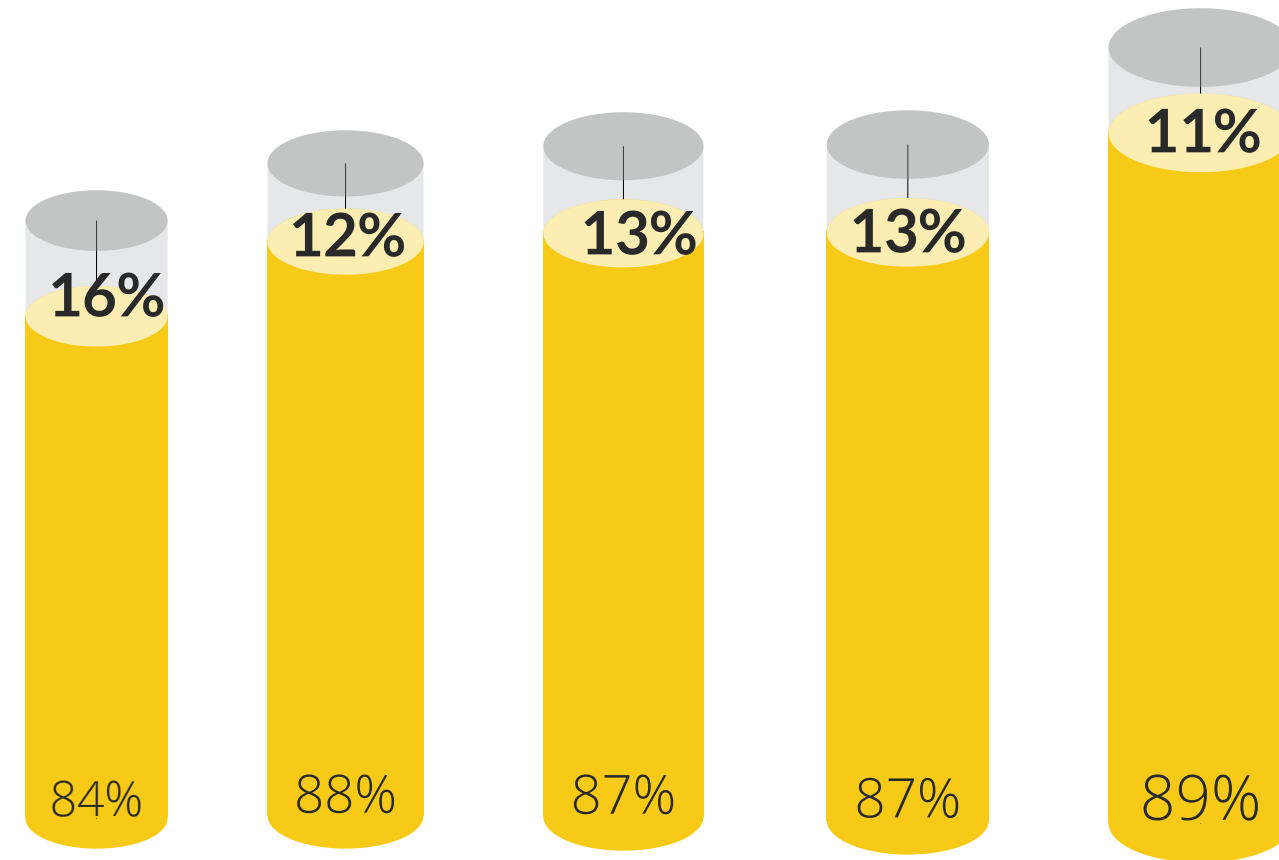
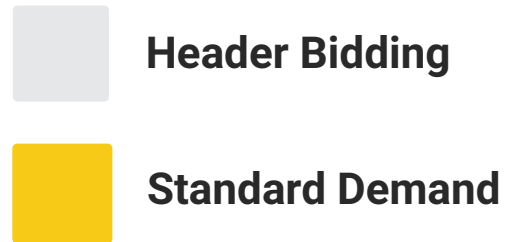
Petango's audience has particular expectations and delivering a brand-safe user experience is among our highest priorities. This meant having our teams working in a close collaboration to implement a detailed block list and our ad quality team ensuring that we meet the highest standards.

INTRODUCING HEADER BIDDING

In the beginning of 2017, PubGalaxy introduced its proprietary Header Bidding solution. For its implementation on Petango, we had both our tech teams collaborate on the device targeting setups.

Tailored Solution

Due to the specifics of the website's content management system, the code needed additional tweaks, which were also managed in close collaboration.



July '17

Aug '17

Sept'17

Oct'17

Nov'17

Immediate Results

Thus, in May 2017, header bidding goes live on Petango, resulting in immediate significant revenue impact. Currently, header bidding contributes to appr. 13% on average of Petango's total revenue, as seen in the graph.

23%

Revenue Increase

For a fair performance comparison, we took a look at the period of September to November in both 2016 and 2017 of ad units that were active both before and after going Premium

18%

Fill Rate Increase

With a steady rate of ad requests in both years (only 2% difference), PubGalaxy managed to deliver 23% increase in revenue from these ad units and boost fill rate from 76% to 94%! Go Premium!

THE PREMIUM EXPERIENCE

As our valued partner, Petango was among our first publishers to join our Premium program. This included a number of benefits, such as:



Offering new formats to be tested by the publisher



Utilizing user feedback to gain insights how different ad formats are affecting the user experience and constantly working to improve it



Close collaboration on ad quality



Collaboration on layout optimizations to further revenue growth



Technical support with implementation tasks

THE FEEDBACK

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"PubGalaxy has shown dedication in trying to fully understand our audience needs and preferences in order to protect our brand while providing optimal ad performance. They are constantly looking for new incremental revenue opportunities to help our businesses grow. Open communication between our development team and the PubGalaxy team has been crucial in making our partnership work and we are looking forward to even greater results in the future."

Irina Jordache

Marketing Project Manager