

# A Multinational Technology Company activates MediaMath **Brain Sync** and PubMatic ROI Sync technology – **increasing marketing ROI 43%**



## OBJECTIVE

This multinational technology company was looking to improve top line performance and extract more value from their largest programmatic supply partners.

## SOLUTION

MediaMath's Brain Sync, powered by SOURCE, provided the advertiser with an automated way to share performance intelligence data from MediaMath Brain to PubMatic ROI Sync. This utilized machine learning to employ a predictive bidding algorithm to automatically optimize the buy toward the advertiser's campaign goal.

## RESULTS

Over a five-week activation period, the advertiser saw 27% lower CPA and a 43% increase in marketing ROI on spend optimized by PubMatic's ROI Sync, fueled by MediaMath Brain intelligence.

**Ready to Maximize Your Marketing ROI? Ask Us How to Activate Brain Sync Today!**

### BRAIN SYNC RESULTS:



**11%**  
CPM decrease



**27%**  
lower CPA



**43%**  
increase in ROI