



## Publisher's Clearing House relies on data & analytics to maximize mobile ad earnings



### Background

Publishers Clearing House is a household name in the US. Since 1953 the company has been a social staple and unlike many contemporaries the once exclusive direct-to-mail company has made a very successful transition to digital. They have evolved into a multi-channel media company, with the digital suite boasting more than 5 million daily visits, 2 billion monthly page views and grant a prize every five minutes.

PCH uses MoPub for mediation of their mobile app, they use a variety of ad networks across their very loyal US-focused traffic.

### The Problem

As any successful digital company can attest, with scale comes complexity. PCH apps generate massive amounts of data on a daily basis: reporting, user-metrics, and crash reporting; the list goes on. Specifically as the PCH apps grew in usage and complexity, three challenges became apparent:

#### Data alignment & single source of truth

Mobile ad reporting isn't known for reliability. Or punctuality. Or simplicity. Getting a single-source of truth between the ad-server, and networks is an ever-going challenge.

*"I could spend hours pulling reports, aligning IDs and finding discrepancies."*

**Zack Lane**  
Media Analyst

#### Reporting Depth & Flexibility

Iteration of monetization strategies are key to PCH's success, without proper data-access it's very hard to make decisions.

*"We move fast, getting access to data I need when I need it can be hard."*

**Paige Dwyer**  
Account Manager

#### Collaboration

PCH has 550 employees, sharing data across the organization isn't always straight-forward.

*"PCH is spread out across multiple cities. Having an easy way to share data among our team is critical for our success."*

**Doug Cuesta**  
Programmatic Sales

# The Solution

PCH uses AdLibertas for reporting and optimization of MoPub.

# The Results

By leveraging the AdLibertas platform, PCH can rely on a comprehensive, automated reporting platform addressing the needs of the organization:

## Reporting is automated

*“AdLibertas automatically updates to our continually changing configuration and saves me hours of pulling reports & chasing down discrepancies”*

- Zack

## Reporting is dynamic & comprehensive

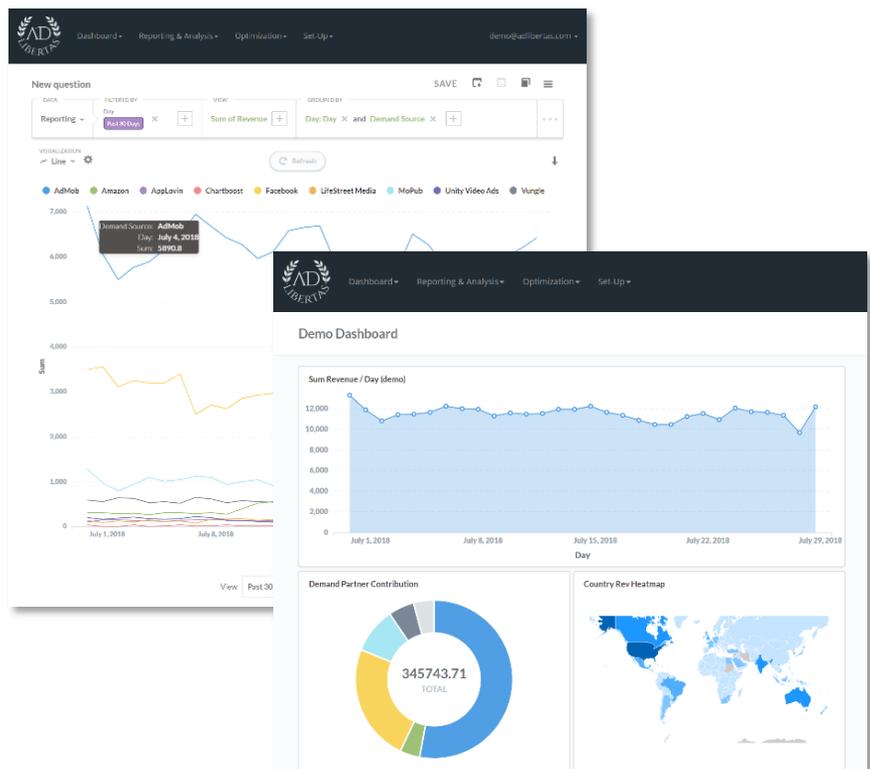
*“I can build a dashboard in minutes, then drill all the way down to the most granular level of reporting available. It allows me to quickly answer questions and even better, quickly make decisions.”*

- Paige

## Collaboration is easy

*“I can now quickly share findings and results with any member of my team regardless of their location.”*

- Doug



*ad victoriam mercaturae ducit libertas*  
The free market wins.

