Kueez | Publift

CASE STUDY · AUGUST 2026

Learn How Publift Grew Its Revenue By 140% In Four Months



KUEEZ-ENABLED INVENTORY PERFORMANCE · JANUARY–APRIL 2026

+140% REVENUE

+19% RPM UPLIFT

+59% COOKIELESS RPM



In just over a year, Publift's disciplined approach to supply quality, paired with Kueez's demand and enrichment capabilities, turned Kueez-enabled inventory into a strong, high-yielding revenue source for Publift.

By concentrating on Publift's best-performing inventory, enriching every relevant request and optimizing the path to demand, revenue from Kueez demand nearly doubled and Kueez's RPM rose, reflecting a higher value per ad request rather than simply a higher volume of them.

The same approach also strengthened cookieless monetization where Kueez demand wawas active.



HOW

Daily operating rhythm: Kueez and Publift operate as one team, reviewing and optimizing performance daily, with monthly check-ins and quarterly reviews on top, so issues are caught in hours and opportunities acted on immediately.

Supply path optimization: Kueez optimizes across eligible Publift inventory, prioritizing the strongest-performing paths and trimming the weakest, refined steadily through 2025 in line with SPO best practices, so demand spends with more confidence.

Responsive quality controls: Kueez enforces Publift's quality standards in real time, helping keep supply consistently high-quality and demand confident in what it buys.

Request-level enrichment: Every request reaches demand carrying richer signals and context that raise its value, the engine behind the yield gains.

RESULTS



Primary result - Revenue more than doubled, driven by yield. Between January and April 2026, revenue from Kueez grew 139.7%, lifting Kueez's RPM by 18.7%. Each ad request is now worth more on average, alongside a substantial increase in request volume.

Metric(Kueez-enabled inventory)	Change	What it means
Publisher revenue	+139.7%	More than doubled
RPM (yield per 1K ad requests)	+18.7%	Each ad request worth more

Secondary result - Stronger cookieless monetization

Within Kueez demand, request enrichment and supply path discipline supported performance in privacy-first, cookieless environments: cookieless RPM grew 59% and cookieless revenue more than doubled, up 105%, RPM gains led by iOS (+40%) and macOS (+102%).

Cookieless metric(Kueez channel)	Change	What it means
Cookieless RPM	+59%	Privacy-first, still performing
Cookieless revenue	+105%	More than doubled
iOS RPM	+40%	Strongest cookieless gains
macOS RPM	+102%	Roughly doubled

These figures track overall growth over the period on Kueez-enabled inventory and do not represent Publift's total cookieless monetization performance.

> **What's stood out working with Kueez day to day is how quickly they act. If something needs adjusting, it gets sorted within hours, not weeks. That kind of responsiveness is what makes them a trustworthy partner to scale with.**



Nick Dunlop
Publift's Customer Success APAC

WHY PUBLIFT STANDS OUT

- **Premium yield performance**
  Publift's supply consistently commands some of the strongest demand response in Kueez's network , a reflection of the quality behind its inventory.
- **Trusted at scale**
  Relied on by a large portfolio of publishers to grow their revenue.
- **Professional and reliable**
  A steady, communicative partner that makes joint optimization easy.
- **Quality-led**
  Focused on higher-value monetization across the portfolio.

LOOKING AHEAD

- The momentum is still building, and the best results are still ahead. Kueez and Publift are committed to growing this partnership and driving even stronger performance over the long run.

APPENDIX: DATA METHODOLOGY & CONTEXT

- **Data source**
  All data was collected by Kueez analytics and shared with Publift throughout the partnership;
  The full dataset remains available through Publift's reporting dashboard.
  All revenue, RPM and cookieless figures in this case study refer to the Kueez demand only and do not represent Publift's total portfolio or overall cookieless monetization performance.
- **Measurement window**
  The full period spans March 2025 through April 2026.
  Comparisons are drawn from defined windows inside this period.
- **Definitions**
  Revenue is publisher net revenue as reported by the Kueez SSP. RPM is revenue per 1,000 ad requests, a measure of yield.
- **Methodology**
  Comparisons use the same publisher domain set across both windows wherever possible.
  The portfolio expanded as Publift onboarded inventory, reaching a stable steady state by mid-2025; where windows differ in coverage, results are normalized to domains active in both, or the variance is called out. Early months represent partial integration, which is why early-period performance differs from steady state from approximately July 2025 onward.

