## Why Cross-Screen Addressability Matters

### PubMatic’s Partnership

PubMatic is the leading independent SSP in providing programmatic video ad monetization and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed us to improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

### Cross-Screen Addressability

#### STRATEGIC PARTNERSHIPS

In providing programmatic video ad monetization, PubMatic is the leading independent SSP.

### DRIVE ROI & REVENUE THROUGH ENRICHED SIGNALS

#### PUBMATIC’S PARTNERSHIP

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### Cross-Screen Addressability

#### Addressability Matters

Cross-publisher data collaborations, housed in protected ecosystems, provide a foundation for efficient processing and utilization of data in real-time. By delivering scalable and flexible programmatic innovation, we can partner with SSPs to enable cross-screen video audience targeting.

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