

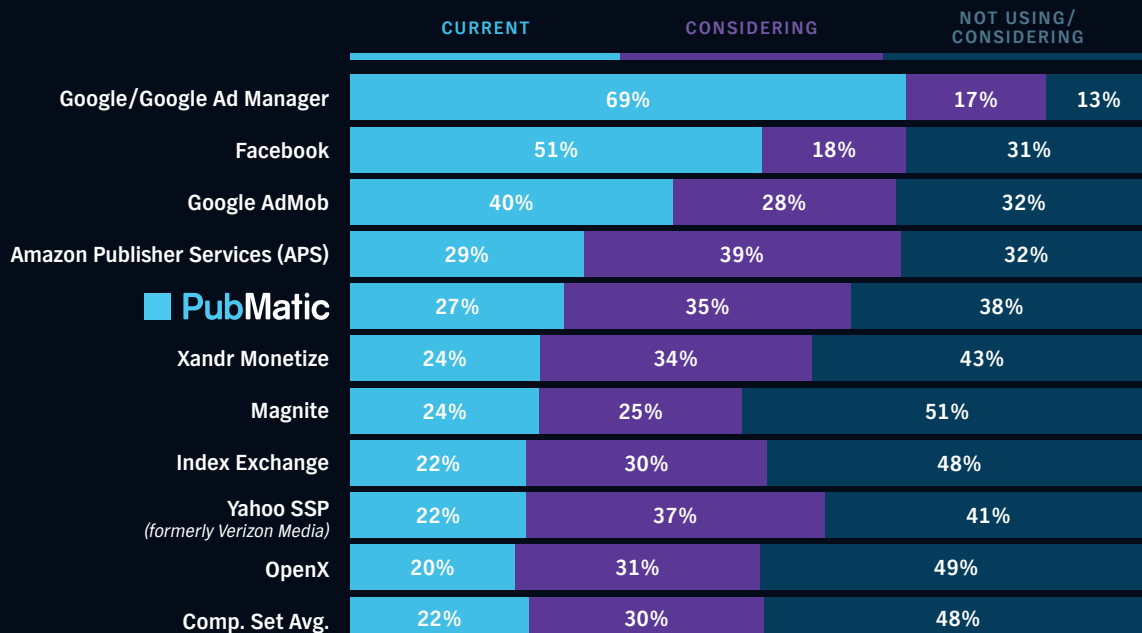
WHY CROSS-SCREEN ADDRESSABILITY MATTERS

PUBMATIC'S PARTNERSHIP

PUBMATIC IS THE LEADING INDEPENDENT SSP IN PROVIDING PROGRAMMATIC VIDEO AD MONETIZATION

SSP Usage and Consideration

Percent of Respondents

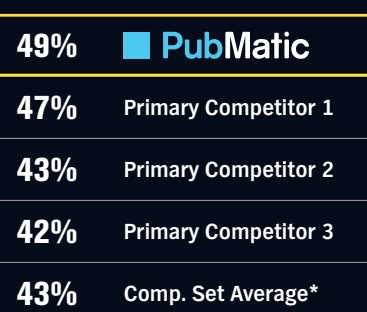


PUBMATIC HAS THE RIGHT TECH AND TEAMS IN CROSS-SCREEN ADDRESSABILITY. CONTROL YOUR DATA STRATEGY WITH HANDS-ON SUPPORT

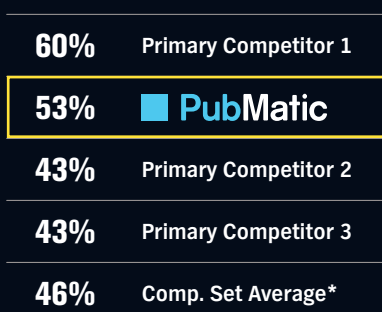
Publisher SSP Rating by Criteria

Percent of Respondents

CUSTOMER & TECHNICAL SUPPORT



CROSS-SCREEN CAPABILITIES



*Competitive set includes additional companies not listed above

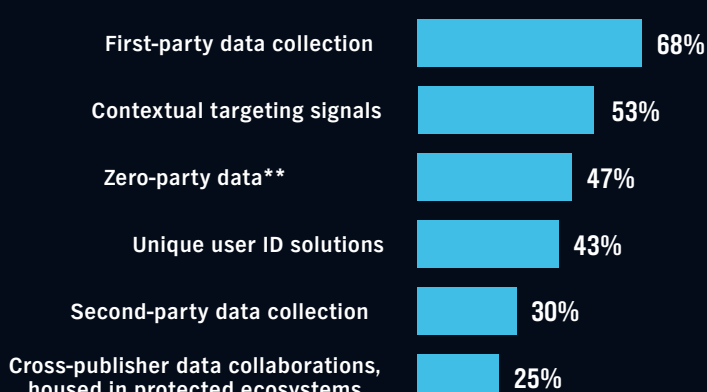
DRIVE ROI & REVENUE THROUGH ENRICHED SIGNALS

Popular cookieless tactics among...

BUYERS

Strategies Used to Implement and Scale Cookieless Targeting*

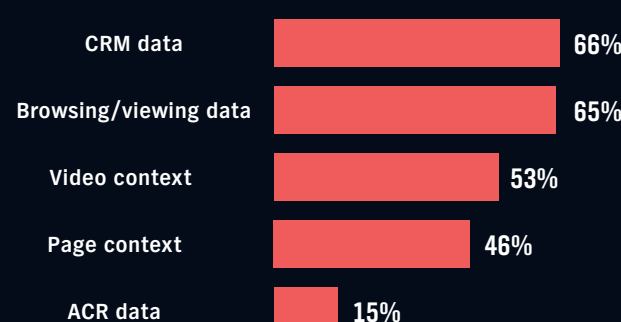
Percent of Respondents



SELLERS

Types of 1P Data Publishers Currently Use to Enable Cross-screen Video Audience Targeting

Percent of Respondents



*Digiday/PubMatic Buyers' Ad Addressability Survey 2021

**Data given by customers in direct exchange for value

MAKE MORE OF YOUR INVENTORY ADDRESSABLE

ID HUB IN ACTION

PubMatic Identity Global Momentum

257

GLOBAL PUBLISHERS

Top omnichannel global publishers use Identity Hub™

20

GLOBAL MARKETS

Identity Hub is live across all major markets and regions

17

GLOBAL PARTNERS

We partner with 17 leading ID solution partners and all major DSPs worldwide

MONETIZE YOUR INVENTORY MORE EFFECTIVELY

DATA INPUT

PUBLISHER DATA

Effectively utilize your own 1P data to drive ad revenue from premium demand.

PARTNER DATA

Leverage premium partner data segments, across a range of addressable tactics, to drive ad revenue of your inventory.

DATA SUBSET

CUSTOM SEGMENTS

STANDARDIZED SEGMENTS

BIDSTREAM DATA (including ID signals from Identity Hub)

CONTEXTUAL & AUDIENCE PARTNER DATA

MATCH WITH BUYERS VIA CLEAN ROOMS

RESEARCH METHODOLOGY

PubMatic commissioned Advertiser Perceptions to survey 127 US publishers from their Ad Pros Community from November 8 to 22, 2021, as well as to conduct 5 phone interviews from February 3 to 18, 2022, about their online video ad monetization strategies and what they need from their partners. These publishers sell online video inventory and were monetizing or planning to monetize at least two video channels programmatically with SSPs. Respondents had decision-making involvement or influence in technology decisions and annual digital ad revenues of at least \$500,000.

About Advertiser Perceptions

Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to clients' specific KPIs and business objectives. These insights provide clients with the confidence to make the very best organizational, sales and marketing decisions, driving greater revenue and increased client satisfaction.

About PubMatic

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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