

## RAMADAN VIDEO AUCTION PACKAGE

SECURE PREMIUM OTT, OLV & CTV INVENTORY

Take advantage of PubMatic's Ramadan Auction Package to help secure brand-safe inventory that reaches shoppers as they search for great deals across the premium publishers on PubMatic's platform. Boost your upcoming video campaigns with custom built packages targeting those who have shown interest in Ramadan and activity related to it.

### REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



#### CONSUMPTION BEHAVIOUR

Existing indicators of interest or consumed content in the following areas:

- Ramadan Events
- Home Decorators
- Recipes & Cooking
- Online Shopping



#### FAMILIES

Demographic data on people who are married and/or with kids in the household and who have shown interest towards Ramadan.



#### LOCATION DATA

Frequently seen at places of worship or popular food destinations.



#### SEARCH INTENT

Keywords around Ramadan, Prayer & Fasting, Food Recipes, Family, etc.



#### HOLIDAY TRAVEL

Online activity related to travel around Ramadan.

Reach out to your PubMatic rep for the full list of custom audiences

### PARTICIPATING DATA PROVIDERS



### TIMING

Available Now!

Contact us today to get started!

### PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

#### Contact Information:

Advertiser Solutions, Southeast Asia & Korea and Greater China

[AdSolsSEAGCK@PubMatic.com](mailto:AdSolsSEAGCK@PubMatic.com)

Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

Employees: 875

### PUBMATIC AT A GLANCE\*

**524B** Daily Ad Impressions

**1.4T** Advertisers Bids Per Month

**7.4** Data Processed Daily

\*As of December 31, 2022

### ABOUT PUBMATIC

PubMatic is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future.