



Convert

THE UNIFIED ADVERTISING SOLUTION FOR COMMERCE MEDIA NETWORKS & BUYERS

PubMatic's commerce offering is a holistic solution that brings together onsite and offsite capabilities powered by PubMatic's owned and operated infrastructure.

Commerce media networks and shopper marketers no longer need to rely on multiple, sales-driven point solutions that result in opaque and inefficient advertising activations.

COMMERCE MEDIA NETWORKS



UNIFY COMMERCE MEDIA SOLUTIONS

Access one solution to drive monetization and acquisition across formats, including sponsored product listings, IAB and omnichannel video, data sets, and platforms.



SCALE ADVERTISER USAGE WITH DISTINCT PERMISSIONS IN PRIVATE-LABEL EXPERIENCE

Commerce teams can spend more time with strategic or high-value accounts while enabling medium and smaller advertisers to efficiently market their products on your properties.



CUSTOMIZE TO YOUR NEEDS

A full suite of monetization and acquisition tactics that can be curated to your specific needs and goals.



CENTRALIZE REPORTING AND OPTIMIZATION

One layer of technology aggregates and simplifies reporting, including closed loop, and optimization levers, reducing jumps between platforms.



LEVERAGE PUBMATIC'S EXPERTISE

Tap into PubMatic's nearly two decades of success helping inventory and data owners safely and securely monetize their assets programmatically.



UNLOCK DIFFERENTIATED DEMAND

Commerce Media companies can access unique brand demand through our established SPO partnerships with most leading brands and agencies worldwide.

Contact Information:

Commerce Media Team

Commerce@PubMatic.com

Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM



Lyft is committed to providing value for our customers and stakeholders. This new solution from PubMatic gives us access to the programmatic expertise, scale, and reach to help us innovate and grow our relationships with advertisers and the revenue opportunities we create.



KENAN SALEH
GM, HEAD OF LYFT MEDIA



BUYERS



GAIN BUYING AND DATA FLEXIBILITY

Tools that enable buyers to leverage commerce media networks' data along with their own data (plus possibly the advertisers they represent), while maintaining their flexibility and control around buying mechanisms as well as creatives.



INVEST EVERYWHERE FROM ONE PLACE

Buy across commerce media networks' properties or leverage key data assets to extend investments across the open internet.



PERFORMANCE AND IMPRESSION-BASED PURCHASING OPTIONS

All media biddable on performance with CPC based buying when on a CMNs properties for Sponsored Listings, while CPM buying is available for display.



ONE PLATFORM FOR CLOSED-LOOP MEASUREMENT

It enables freedom and flexibility across various segments and use cases will best enable buyers to work with CMNs to best understand their investment impact.



OMNICHANNEL OPTIMIZATION

Across platforms (e.g. search, social) as well as on and off a Commerce Media Networks owned and operated inventory.

“

dentsu is committed to driving innovation and integration for commerce media advertisers across the open internet. By partnering with PubMatic, dentsu can leverage valuable commerce and retail data to enable advanced targeting and reporting and drive performance across the entire media supply chain. With the help of PubMatic we're advancing our end-to-end outcome-centered approach for media activation and delivering more holistic strategies across brand and commerce media for our clients.

”

BRUCE WILLIAMS
EVP, HEAD OF PERFORMANCE
MARKETING, DENTSU MEDIA US

dentsu