

## AUSTRALIA DAY AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY

Take advantage of PubMatic's Australia Day Auction Package to help secure brand-safe inventory that reach key audiences such as Aussie Families & Aussie Millennials while they plan their Australia Day outing

### REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA

AUSSIE FAMILIES



#### LOCATION DATA

Seen frequently at grocery stores, shopping precincts, childrens' clothing stores



#### SEARCH INTENT

Keywords around family activities, school holiday activities, recipes, and family & parenting blogs



#### AGGREGATED SURVEY DATA

Interests in parenting, museums & exhibits, and school holiday activities



#### CONSUMPTION BEHAVIOUR

Existing indicators of interest in parenting, shopping for childrens' clothes or school supplies

AUSSIE MILLENIALS



#### LOCATION DATA

Seen recently at bars, cafes, liquor stores, gyms, and shopping precincts



#### SEARCH INTENT

Keywords around upcoming events, best new bars & restaurants, festivals, latest fashion trends, and weekend getaways



#### AGGREGATED SURVEY DATA

Always-on consumer survey indicating interest in food & alcoholic beverages, experience seekers, and parties



#### CONSUMPTION BEHAVIOUR

Interest in weekend getaways, travel overseas, best bars, new restaurants, fashion trends, new music

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

### PARTICIPATING DATA PROVIDERS



LOTAME

lifesight

nielsen

### ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

Kayo



Gumtree

tubi

are  
media

ebay

news  
.com.au

### PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

#### Contact Information:

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

### ABOUT PUBMATIC

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

CPMs STARTS AT  
\$3.50 FOR DISPLAY  
AND \$10 FOR VIDEO