

B2B AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY

PubMatic's B2B Auction Package helps you engage with your desired audience at scale.

Select this pre-built package to secure brand-safe inventory that reaches business people across various categories including C-suite employees, finance teams, engineers, HR teams, marketers and decision makers.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Demonstrated interest with intent signals related to business platforms, recruitment, technology and tools.



SEARCH INTENT

Keywords related to business purchases, education, technology partners, banking solutions and more.



DEVICE TARGETING

Devices seen frequently around workplaces, finance institutions, business districts, business applications and platforms.

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

PARTICIPATING AUDIENCE PROVIDERS



PARTICIPATING CONTEXTUAL PROVIDERS



PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

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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

*Additional segments available from the data providers on request

** Audiences curated by Publisher first party data