

BACK TO SCHOOL AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT PARENTS

Leverage PubMatic's Back to School Auction Package to help secure brand-safe inventory that reaches parents as they search for school supplies in preparation for the return to school across the premium publishers on PubMatic's platform.

BENEFITS OF TARGETING WITH AN SSP

IMPROVED REACH & PERFORMANCE Data applied through PubMatic's Connect has helped double campaign reach and increase viewability, VCR, and CTR.

BETTER WORKFLOW Limited activation steps to streamline setup and measurement and stretch media dollars further, with fewer fees.

LESS DATA LEAKAGE Mitigate fraud with less data leakage and understand what drives performance with near-real-time analytics across your deals.

FLEXIBILITY & CONTROL Target whomever, whenever, and however you want with data direct from the source.

SERVICE, YOUR WAY PubMatic has specific support built for your needs.

PARTICIPATING DATA PROVIDERS



ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

marie claire AUSTRALIA

Pacific

ELLE AUSTRALIA

Who AUSTRALIA

honey

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

Contact Information:

Brittany Lefave
Senior Manager, Ad Solutions, ANZ
Brittany.Lefave@PubMatic.com

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 START AT
\$3.50 FOR DISPLAY
AND \$10 FOR VIDEO**