

CHINESE NEW YEAR AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT CHINESE NEW YEAR SHOPPERS

Take advantage of PubMatic's Chinese New Year 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.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



DECORATORS & GIFTERS

Search intent based on keywords around Chinese New Year, redecoration, Year of the Rabbit, or shopping



CUSTOM SEGMENTS

Existing indicators of interest in "Apparels & Family", "Food & Beverages", and "Home Decoration"



FAMILIES

Demographic data on people who are married and/or with kids in the household and whose browser language is set as Chinese

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

PARTICIPATING DATA PROVIDERS



ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE



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

SG CPMS START AT
\$2.20 FOR DISPLAY
AND \$6.30 FOR VIDEO

SEA CPMS START AT
\$1.60 FOR DISPLAY
AND \$2.90 FOR VIDEO