

## CHRISTMAS AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT CHRISTMAS SHOPPERS

Take advantage of PubMatic's Christmas Shoppers Auction Package to help secure brand-safe inventory that reaches shoppers as they search for festive gifts and decorations across the premium publishers on PubMatic's platform.

### REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



#### GIFTERS

Search intent based on keywords including "Christmas gift", "gift for mum", "gift for dad", "best kids toys 2022", etc.



#### ALCOHOL, WINE & SPIRITS

Past purchase of alcohol, beer, wine and spirits, or people who have the intent to visit liquor/bottle shops



#### SHOPPERS

Location data from devices at electronics & department stores or clothing & accessories stores in the last 90 days.



#### TECH & GADGET LOVERS

Browsing activity on technology content, or devices with e-commerce purchase behavior related to electronics.



#### HOLIDAY TRAVEL

Online activity related to travel around Christmas or commented on forums related to travel around Christmas.

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

### PARTICIPATING DATA PROVIDERS

captify

HYP

lifesight

LOTAME

nielsen

### ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

Gumtree

are  
media

ebay

news  
.com.au

### 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

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