

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.



HOLIDAY TRAVEL

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



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.

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

PARTICIPATING DATA PROVIDERS

captify

lifesight

LOTAME

ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

9GAG

carousell

cna

dailymotion

ESPN

viu

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

Contact Information:

Advertiser Solutions, Southeast Asia & Korea and Greater China

AdSolsSEAGCK@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