

CRICKET FANS AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT CRICKET ENTHUSIASTS

Take advantage of PubMatic's Cricket Fans Auction Package to help secure brand-safe inventory that reaches millions of cricket enthusiasts as they consume IPL and other cricket related content across the premium publishers on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Demonstrated interest in cricket or the Indian Premier League



CUSTOM SEGMENTS

Fans with television consumption patterns or existing interests in the IPL or cricket content



DEVICE/APP TARGETING

Devices seen browsing cricket and sports-related content, with sports apps, or frequenting sporting venues



SEARCH INTENT

Keywords related to sports, the Indian Premier League, Cricket, etc.

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