

DIWALI AUCTION PACKAGE

HELPS SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT DIWALI SHOPPERS

PubMatic's Diwali Auction Package enables curated audience data targeting to achieve omnichannel reach at scale. Take advantage of this pre-built package to help secure brand-safe inventory that reaches shoppers as they search for great deals across the premium publishers on PubMatic's platform.

ABOUT DIWALI SHOPPING

Diwali is the biggest retail event of the country, traditionally observed by exchanging gifts and socialising with family and friends. The Confederation of All India Traders reported that sales during the month-long festive season grew by more than 720 billion rupees, a 10% year-on-year increase from 2019.¹

Built on a wide range of data points including content consumption, purchase intent, online search behaviour, and industry trends; reach unique audiences such as Diwali Traditional Apparel Shoppers, Cricket Lovers, Homemakers and Food & Cooking Enthusiasts and more.

PARTICIPATING DATA PROVIDERS

lifesight

LOTAME

zapr

ZEOTAP

REACH AUDIENCES ON THESE PREMIUM SITES AND MORE

dailymotion

voot

Hindustan Times

ZEEMEDIA

CPMs start at \$3.50 for display and \$10 for video.

Other custom audiences can be layered onto the Diwali Auction Package. Find out which via your PubMatic rep today.

¹ Source: [Times of India, 2020](#)

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

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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