

END OF FINANCIAL YEAR SECURE PREMIUM, OMNICHANNEL INVENTORY

Take advantage of PubMatic's End of Financial Year Auction Package to help secure omnichannel reach on brand-safe inventory targeting shoppers while they browse across the premium publishers on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Demonstrated interest with intent signals related to auto, apparel & jewellery, electronic gadgets or online shopping



AGGREGATED SURVEY DATA

Always-on consumer survey data indicating an interest in shopping for cosmetics, appliances, and luxury goods. Also Credit Card Intenders.



DEVICE TARGETING

Devices seen frequently around luxury shopping malls, jewellery shops, electronics shops, and furniture stores



SEARCH INTENT

Keywords related to auto, financial planning, finance, savings, taxes, or luxury goods - jewellery, appliances, electronics, etc.

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

PARTICIPATING DATA PROVIDERS

 Alike Audience

 Audience³⁶⁰

 captify.

 HYP

 lifesight

 LOTAME

 nielsen

ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

 Kayo

 marie claire AUSTRALIA

 FOXTEL

 Gumtree

 Who AUSTRALIA

 ELLE A U S T R A L I A

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 STARTS AT
\$3.50 FOR DISPLAY
AND \$10 FOR VIDEO**