

## HIGH VIDEO COMPLETION RATE AUCTION PACKAGE

SECURE PREMIUM, HIGH VIDEO COMPLETION RATE INVENTORY



Measured as a percentage of viewers watching a video from start to finish, Video Completion Rate (VCR) targeting is a must-have in any advertiser's toolkit. Access high VCR inventory offered by PubMatic's plethora of premium publishers on a variety of platforms and across geographies.

**Drive superior campaign performance to optimise and surpass your advertising goals with PubMatic's High VCR Auction Package today.**

### PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

#### Contact Information:

Brittany Lefave, Associate Director,  
Advertiser Solutions, ANZ

[Brittany.Lefave@PubMatic.com](mailto:Brittany.Lefave@PubMatic.com)

Manuela Lopez, Senior Account  
Manager, Advertiser Solutions

[Manuela.Lopez@PubMatic.com](mailto:Manuela.Lopez@PubMatic.com)

Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

### HIGH VIDEO COMPLETION RATE INVENTORY



Platform Agnostic



Average CPM: \$11.24



Minimum VCR of 80%



Scale: >498m Monthly Impressions

### REACH HIGHLY ENGAGED USERS ON PREMIUM INVENTORY INCLUDING...



Reach out to your PubMatic rep for full site list.

\*Results are dependent on a number of factors and are not guaranteed.