

## HIGH VIEWABILITY MOBILE APP AUCTION PACKAGES: AUSTRALIA

PREMIUM, BRAND SAFE INVENTORY AT SCALE

Mobile app is where your audience is. Globally, trillions of hours are spent using mobile apps every year.<sup>1</sup> Apps now account for almost every part of a consumer's online life.

Reach them with PubMatic's high viewability video and display auction packages for mobile app.

### PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

### HIGH VIEWABILITY VIDEO & DISPLAY INVENTORY



OS Agnostic – Both Android and iOS platforms



Average CPM: \$2



Minimum Viewability of 80%

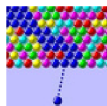


Scale: >10.8b Monthly Impressions

### REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



9GAG



Bubble Shooter



Candy Crush Saga



Imgur



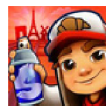
My Talking Tom 2



Paint By Number



Plants vs Zombies 2



Subway Surfers



UNO!



Word With Friends

Reach out to your PubMatic rep for full site list.

<sup>1</sup> Source: App Annie, 2020

<sup>2</sup> Source: Business of Apps, 2021

#### ABOUT PUBMATIC

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable

audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.