

## LOY KRATHONG AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY

Leverage PubMatic's Loy Krathong Auction Package to help secure brand-safe inventory that reaches Thais as they celebrate this annual festival across the premium publishers on PubMatic's platform.

### BENEFITS OF TARGETING WITH AN SSP

- IMPROVED REACH & PERFORMANCE** Data applied through PubMatic's Connect has helped double campaign reach and increase viewability, VCR, and CTR.
- BETTER WORKFLOW** Limited activation steps to streamline setup and measurement and stretch media dollars further, with fewer fees.
- LESS DATA LEAKAGE** Mitigate fraud with less data leakage and understand what drives performance with near-real-time analytics across your deals.
- FLEXIBILITY & CONTROL** Target whomever, whenever, and however you want with data direct from the source.
- SERVICE, YOUR WAY** PubMatic has specific support built for your needs.

### PARTICIPATING DATA PROVIDERS

lifesight

LOTAME

### ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE



### PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

#### Contact Information:

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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 START AT \$1.70 FOR DISPLAY AND \$3.20 FOR VIDEO**