

MOBILE AUCTION PACKAGES

PREMIUM, BRAND SAFE INVENTORY AT SCALE

Mobile is where your consumers are. Mobile ad engagement grew 15% during the pandemic.*

PubMatic's curated mobile app auction packages let you reach millions of highly engaged users at scale, on secure, premium, brand safe inventory.

All our inventory is thoroughly vetted by our Inventory Quality team before onboarding, so you can be sure your campaigns won't end up in the wrong place.

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

Contact Information:

Brittany Lefave, Associate Director,
Advertiser Solutions, ANZ

Brittany.Lefave@PubMatic.com

Manuela Lopez, Senior Account
Manager, Advertiser Solutions

Manuela.Lopez@PubMatic.com

Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

PREMIUM MOBILE APP AUCTION PACKAGE



Range of High Impact Display Formats



Cross device — CTV, Mobile App,
Mobile and Desktop Web



Local and Global Inventory



Brand Safe, Fraud Free Inventory



Minimum Viewability of 70%



Scale: >7b Monthly Impressions

BRAND SAFE, TRANSPARENT, FRAUD FREE

All our inventory is thoroughly vetted by our Inventory Quality team before onboarding so you can be sure your campaigns are brand safe, transparent, and fraud free.

FULL-TIME
QUALITY TEAM

GLOBAL
ALLOW LISTS &
BLOCK LISTS

PUBMATIC'S
FRAUD FREE
GUARANTEE

PRE-BID
DETECTION AND
POST-BID
PREVENTION OF
INVALID TRAFFIC

KEY INDUSTRY
CERTIFICATIONS

LOG-LEVEL
DATA

**REACH HIGHLY ENGAGED USERS ON APPS FROM THESE PREMIUM PUBLISHERS...
AND MANY MORE**



The Daily Telegraph



Herald Sun

Mail Online



imgur



peoplefun



Reach out to your PubMatic rep for full site list.

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.