

# MONTHLY RETAIL AUCTION PACKAGE

HELPS SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT ONLINE SALES SHOPPERS

**PubMatic's Monthly Retail Auction Package enables curated audience data targeting to achieve omnichannel reach at scale. Take advantage of this pre-built package to help secure brand-safe inventory that reaches shoppers as they search for great deals across the premium publishers on PubMatic's platform.**

## ABOUT MONTHLY ECOMMERCE SALES

The Asian online shopping community is no stranger to the Singles' Day sales. First launched by Alibaba in 2009, the first 11.11 sale achieved a gross merchandise value of \$7.8m, skyrocketing to \$74.1b over the 11-day sale period in 2020.<sup>1</sup>

Numerous 'e-tailers' in Asia have since spun off their versions of this, represented by parallel digits corresponding with the month: 8.8, 9.9, 10.10, etc.

Reach your audiences on PubMatic's specially curated online shopping auction package.

## PARTICIPATING DATA PROVIDERS



Other custom audiences can be layered onto the Monthly Retail Auction Package.

Find out which via your PubMatic rep today.

## REACH AUDIENCES ON THESE PREMIUM SITES AND MORE



**CPMS START AT \$1.60 FOR DISPLAY AND \$2.40 FOR VIDEO.**

Reach custom audiences today with PubMatic.

<sup>1</sup> Source: The Drum, November 2020

## PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

### Contact Information:

Advertiser Solutions, Southeast Asia & Korea and Greater China

[AdSolsSEAGCK@PubMatic.com](mailto:AdSolsSEAGCK@PubMatic.com)

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