

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 2020.¹

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.



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 PARTICIPATING DATA PROVIDERS



CPMS START AT \$3.50 FOR DISPLAY AND \$10 FOR VIDEO.

Reach custom audiences today with PubMatic.

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

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¹ Source: The Drum, November 2020