

MOTHER'S DAY AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT MOTHER'S DAY GIFTERS

Take advantage of PubMatic's Mother's Day Auction Package to help secure omnichannel reach on brand-safe inventory targeting gifters while they shop for mom across the premium publishers on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Demonstrated interest in Mother's Day shopping, gift giving, women's apparel & jewellery, or dining out



AGGREGATED SURVEY DATA

Always-on consumer survey data indicating an interest in shopping for expectant mothers or children; or shopping for flowers, cards or gifts



DEVICE TARGETING

Devices seen at gift shops, schools, baby clothing and toy stores, or browsing family & parenting-related content



SEARCH INTENT

Keywords related to babies, diapers, new parents; or Mother's Day gifts such as flowers, chocolates, fragrance, jewellery, etc.

Reach out to your PubMatic rep for the full list of custom audiences

PARTICIPATING DATA PROVIDERS



ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

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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