

## PARENTS AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT PARENTS AND PARENTS-TO-BE

PubMatic's Parents Auction Package helps you engage with your desired audience at scale. Select this pre-built package to secure brand-safe inventory that reaches parents and parents-to-be.

### 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



### ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

marie claire AUSTRALIA

Pacific

ELLE AUSTRALIA

Who AUSTRALIA

honey

### 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 \$3.50 FOR DISPLAY AND \$10 FOR VIDEO**