

SHOPPERS — AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT SHOPPERS IN SOUTH-EAST ASIA

Take advantage of PubMatic's Shoppers Auction Package to help secure brand-safe inventory that reaches shoppers as they search for festive gifts and decorations across the premium video publishers on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



SHOPPERS

Locations data from devices at electronics & department stores or clothing & accessories stores in the last 90 days.



PURCHASE INTENT

Browsing activity on technology content, or devices with e-commerce purchase behavior related to electronics.

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

PARTICIPATING DATA PROVIDERS*



ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE



*applicable for OLV publishers only

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