

SONGKRAN AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY

Take advantage of PubMatic's Songkran Auction Package to help secure contextually relevant, targeted omnichannel reach at scale on brand-safe inventory during the Thai New Year's festivities across the premium publishers on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Existing indicators of interest or consumed content in the following areas:

- Water Festival Events
- Buddhism
- Dining



LOCATION DATA

Frequently seen at places of worship, local travel destinations, or popular food destinations

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

PARTICIPATING DATA PROVIDERS

lifesight

LOTAME

ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE



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 \$1.70
FOR DISPLAY AND
\$3.20 FOR VIDEO**