

SPORTS FANS AUCTION PACKAGE

SECURE PREMIUM, OMNICHANNEL INVENTORY TARGETED AT SPORTS FANS

PubMatic's Sports & Fitness Auction Package helps you engage with your desired audience at scale. Select this pre-built package to secure brand-safe inventory that reaches enthusiasts across a range of sports and visitors to sporting venues.

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.

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

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

PARTICIPATING DATA PROVIDERS



ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

Kayo

SBS Sport

FOXTEL



ESPN
cricinfo