

## 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*

#### 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

### PARTICIPATING DATA PROVIDERS

 captify

 lifesight

 LOTAME

 zapr

### ENGAGE AUDIENCES ON THESE PREMIUM SITES AND MORE

 cricbuzz

 CRICKET COUNTRY

 CricTracker

 ESPN cricinfo

 myKhel

 sportskeeda