

Activate

THE FUTURE OF DIRECT VIDEO AND CTV BUYING, WITH YOU IN CONTROL

A more efficient supply chain for a new era for video buying on the open internet.

Revolutionize your CTV and video supply chain. Get the efficiency and transparency of programmatic across all your video campaigns with an end-to-end SPO solution that puts you in control of your media buying strategy. Advertisers and publishers no longer need to choose between automation and real-time optimization and the quality and control of Direct IOs.

With Activate, buyers can execute direct deals across PubMatic's premium video inventory with fewer hops, enabling the seamless transition of your direct business for better visibility and stronger campaign performance.

DRIVING SUCCESS FOR ADVERTISERS



GAIN GREATER CONTROL OVER YOUR VIDEO INVESTMENT

An activation platform directly at the supply source gives agencies and advertisers greater control over their investments, allowing them to maximize the benefits of SPO deals.



DRIVE FURTHER EFFICIENCY WITH NO HOPS

A single platform that allows buyers to set up and execute PG deals directly at the supply source reduces fees and increases working media dollars. More working media dollars means better performance.



CAPTURE SELL-SIDE ACTIVATION BENEFITS

Access to sell-side deal performance metrics like bid rate, non-zero bids received, Lost Bid Count, Bid Win Rates and more helps advertisers understand how often they're winning and where this is opportunity for improvement.



BUILT FOR A SUSTAINABLE AND RESPONSIBLE MEDIA SUPPLY CHAIN

One layer of tech results in less carbon emission than the standard programmatic supply chains. With this model, buyers can aim to reduce their carbon footprint, achieving their KPIs while contributing towards positive change.

Contact Information:

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

Employees: 875+



In our effort to master the key challenges of the programmatic market, sustainably reduce complexity for our clients, and provide more transparency, efficiency and brand safety, we are continuously screening the market for innovative, high-quality technology partners. We are excited to collaborate with PubMatic on Activate to further develop our CTV business, achieve better campaign results, and create a more efficient advertising supply chain.



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