



PubMatic

REDWOOD CITY PUNE SYDNEY PARIS
NEW YORK MUNICH AMSTERDAM STOCKHOLM
LONDON SINGAPORE HAMBURG

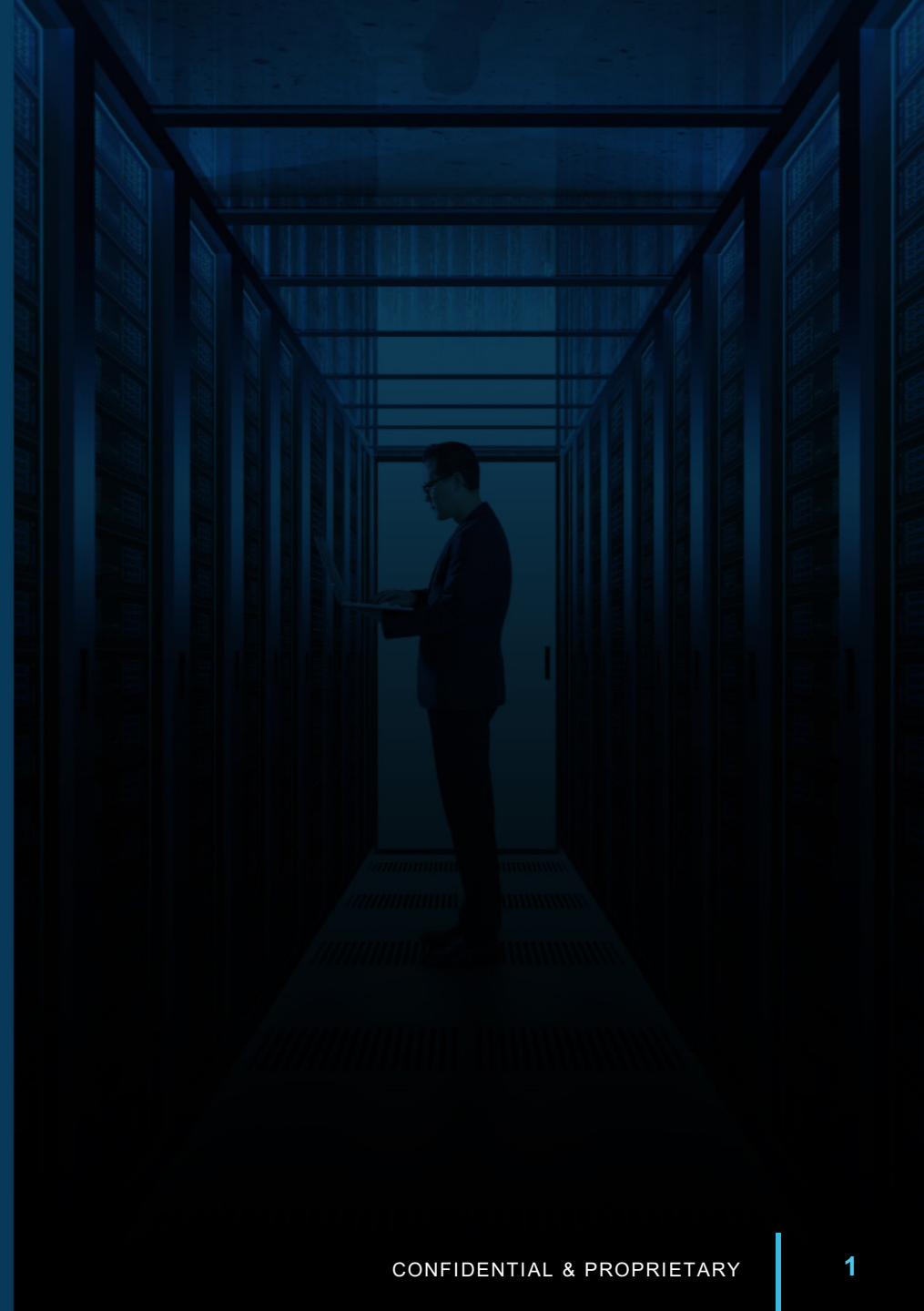
DELIVERING DIGITAL ADVERTISING'S SUPPLY CHAIN OF THE FUTURE

TOKYO MILAN NEW DELHI LOS ANGELES
FUELING ADVERTISING INNOVATION

APRIL 2022

AGENDA

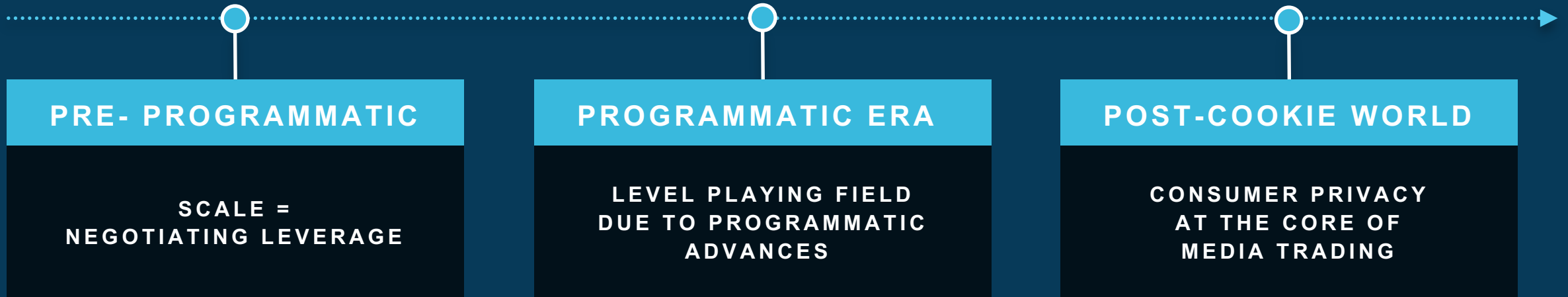
- **A Changing Landscape**
- **Key Solutions**
- **Bringing It All Together**





A CHANGING LANDSCAPE

DIGITAL MEDIA BUYING IS EVOLVING RAPIDLY



“

Savvy marketers who can navigate the complexities of the open internet will find scaled pools of under-valued inventory that achieve superior investment returns.

”

JOUNCE MEDIA

Source: Jounce Media: The State of the Open Internet

BUYERS FACE MORE CHALLENGES THAN EVER



COMPLEXITY

Never-ending options, different measurement standards, and growing addressability and targeting challenges.



VALUE

Buyers want a path that delivers value. An estimated 70% of an advertiser's budget does not result in media that reaches consumers for programmatic purchases.



EFFICIENCY

Buyers need partners who can help them activate and manage campaigns seamlessly and effectively.



TRANSPARENCY

For too long, bad actors in programmatic have operated in black boxes, creating rampant fraud.

Source: Association of National Advertisers, global estimates <https://www.mediapost.com/publications/article/369509/ana-commissions-study-on-programmatic-media-buying.html>;
<https://www.lexology.com/library/detail.aspx?g=ab34fa00-114f-49d5-8d59-ebbab9d1e975> ;

BUYERS CHANGE TOWARDS A FUTURE WHERE AGENCIES CAN CONTROL THEIR SUPPLY CHAINS

US-Werbetreibende setzen auf die Optimierung des programmatischen Media Supplies

AdAge

Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾

19. November 2021 (jm)

Media ↗

MARKETERS WANT TO SHIFT MORE MEDIA DUTIES IN HOUSE, FORRESTER FINDS

Interpublic's Acxiom commissioned study, which finds 'in house' means leaning heavily on other third parties besides

iab.europe

In 2021, 50% of advertisers stated they have an in-house model for programmatic trading, compared to 20% in 2020.

DIGIDAY

NEWS ▾ DIGIDAY + PODCASTS EVENTS AWARDS

THE PROGRAMMATIC MARKETER

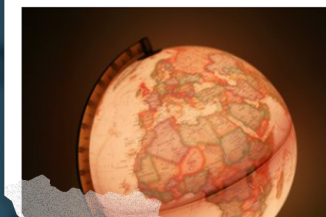
'Effectiveness breeds spending': Procter & Gamble moves to take more marketing in-house

ADTECH

Groupm reduziert Supply-Partner und setzt global auf Pubmatic-Technologie

EMAIL FACEBOOK LINKEDIN XING TWITTER

10. March 2021 (apr)



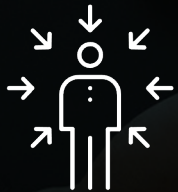
Die Sell-Side-Plattform von Pubmatic findet mit dem Agenturnetzwerk Groupm eine globale Anwenderin, um programmatisches Inventar über die Technologie einzukaufen. Das kalifornische Adtech-Unternehmen wird offiziell "bevorzugter SSP-Partner" der WPP-Tochter, die sich derzeit gezielt auf einzelne Technologieanbieter der Sell-Side fokussiert. Auch wenn die beiden Unternehmen schon vorher zusammengearbeitet haben, existierte eine solche globale Partner-Beziehung bisher nicht.

HOW CAN BUYERS ACHIEVE GREATER RESULTS?



OMNICHANNEL

Cross-platform inventory across premium publishers with real audiences



ADDRESSABLE

Layer audience-enriched data sets to target users at scale



EFFECTIVE

Viewable, measurable, and within brand-safe environments

TOP 3 OBJECTIVES FOR MARKETERS GLOBALLY

According to the IAB's recent poll

1

CAMPAIGN
EFFECTIVENESS

2

COST EFFICIENCY

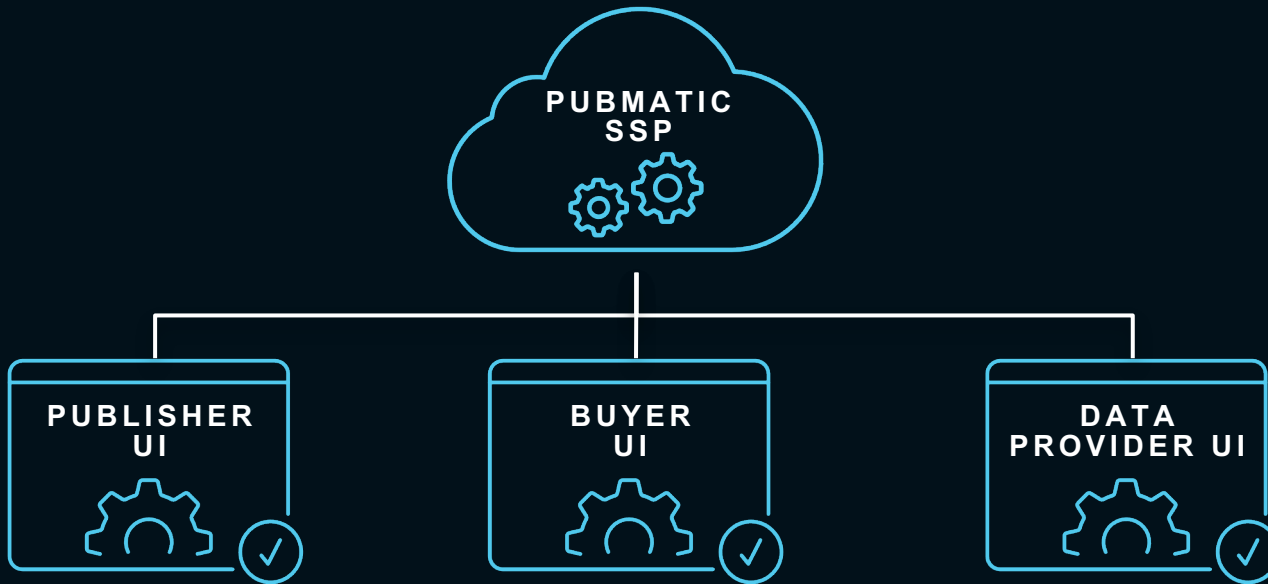
3

BETTER AUDIENCE
TARGETING

Source: Interactive Advertising Bureau (IAB), "2020 International Report on Programmatic In-Housing" sponsored by Accenture Interactive, Aug. 3, 2020

THE FUTURE INFRASTRUCTURE IS THE ONE BRINGING BUYERS AND PUBLISHERS CLOSER THAN EVER

The future solution should encourage incremental investment in publishers, by helping agencies and advertisers optimize supply paths.



100%

HOLDING COMPANIES
HAVE SPO AGREEMENTS

44%

YOY INCREASE
IN SPO PARTNERS

~25%

ACTIVITY ON PLATFORM
IS VIA SPO DEALS

Source: PubMatic and Partner internal data Q4 2021

Omnichannel

A person is shown from the chest up, holding a smartphone in their right hand and a remote control in their left hand. They are sitting in a dimly lit room, possibly a living room or office. In the background, there is a laptop on a desk and a large monitor displaying some content. The overall atmosphere is dark and modern.

THINK OMNICHANNEL

ALL SCREENS & FORMATS



SCREENS

- Connected TV
- Desktop
- Mobile
- Tablet

FORMATS

- OTT
- In-stream
- Outstream

DEALS & RTB

FLEXIBLE & BRAND
SAFE PROGRAMMATIC
DEAL MODELS

- Open Exchange
- Curated Inventory Packages
- Private Marketplaces
- Programmatic Direct
- Programmatic Guaranteed

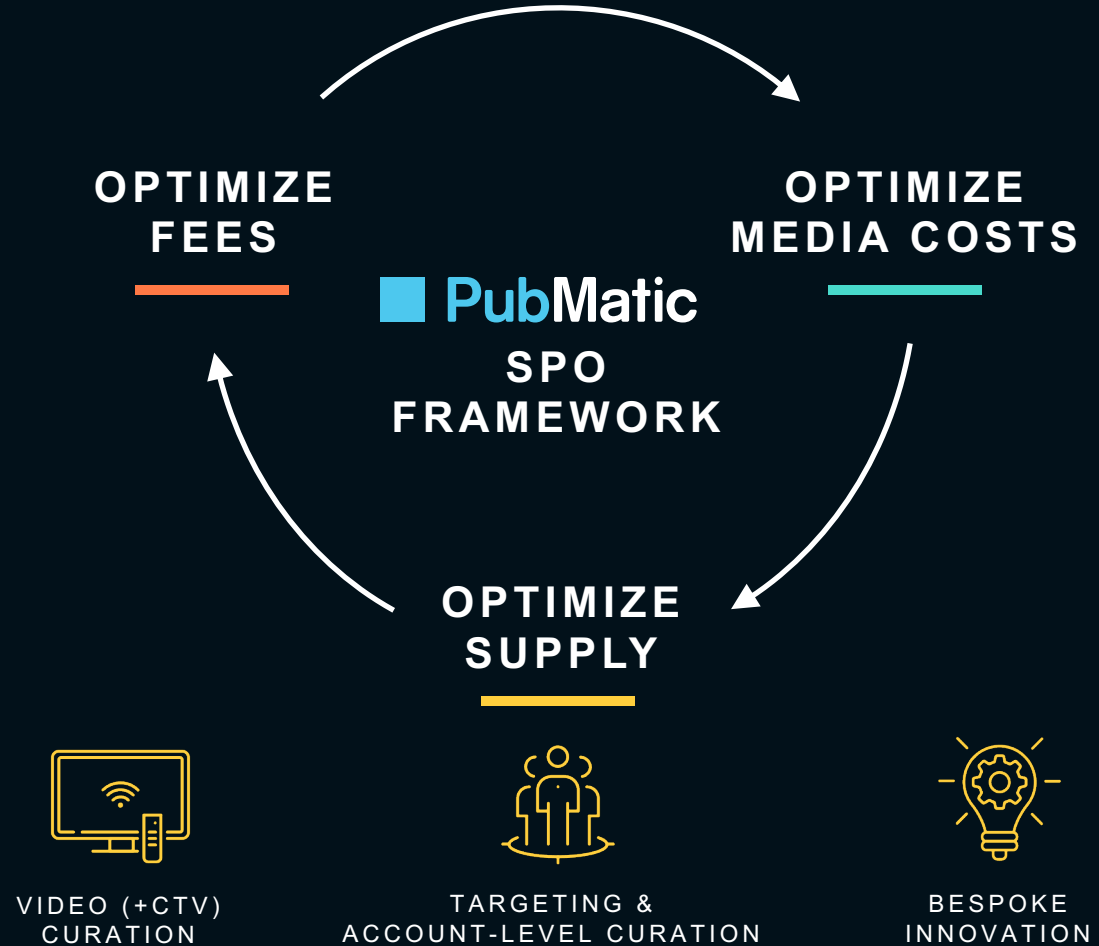
DIRECT OMNICHANNEL PARTNERS



ACCESS MULTIPLE VARIABLES TO DRIVE TOWARDS THE MOST EFFICIENT AND IMPACTFUL BUYING PATH

BENEFITS

- Economic Control
- Quality Control
- Concentrated Innovation
- Buyer Leverage



GO DEEPER WITH FLEXIBLE PROGRAMMATIC DEAL MODELS



AUCTION PACKAGES

Curate inventory through
multiple packages (pre-built
or custom made)



PRIVATE MARKETPLACE

Invite only marketplace for
exclusive inventory



PROGRAMMATIC GUARANTEED

Connect with publishers
to automate the buying and
selling of reserved impressions
on a guaranteed basis

*Google Programmatic Guaranteed certified partner

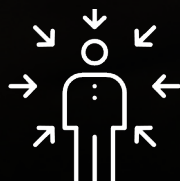
Addressability

HOW WE DRIVE SUCCESS IN THE FUTURE

EFFECTIVELY REACHING YOUR AUDIENCES



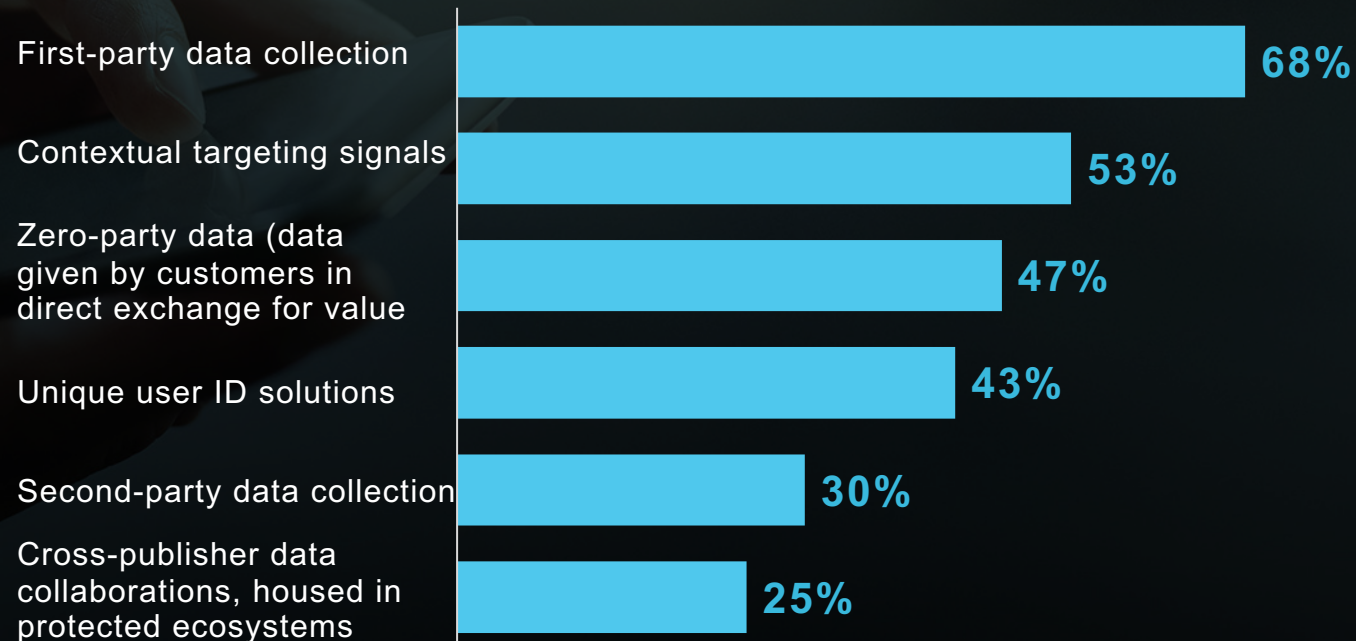
**AUDIENCE TARGETING
ON THE SSP SIDE**



**LEVERAGE A PORTFOLIO
APPROACH TO ADDRESSABILITY**

THE POPULAR COOKIELESS TACTICS AMONG BUYERS




Q: What strategies are your team pursuing to implement and scale cookieless targeting?
Select all that apply



WHAT DATA IS AVAILABLE FOR DEALS

PARTNER DATA

We work with 30+ premium data partners

 SAMBA TV  LOTAME  AUDIENCE.Q

 ZEOTAP  semasio  NCM
AMERICA'S MOVIE NETWORK

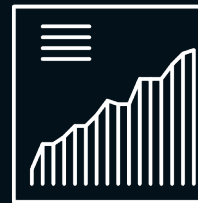
 Audiencerate  DIGITAL AUDIENCE
THE IDENTITY HUB

 MULTI LOCAL  EPSILON  H | CODE

ARISTOTLE  fifty.  Nielsen

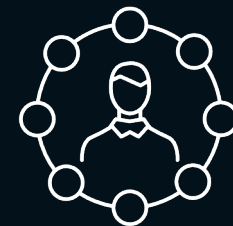
BUYER DATA

Bring your own data to target on the SSP side for better performance and better data security



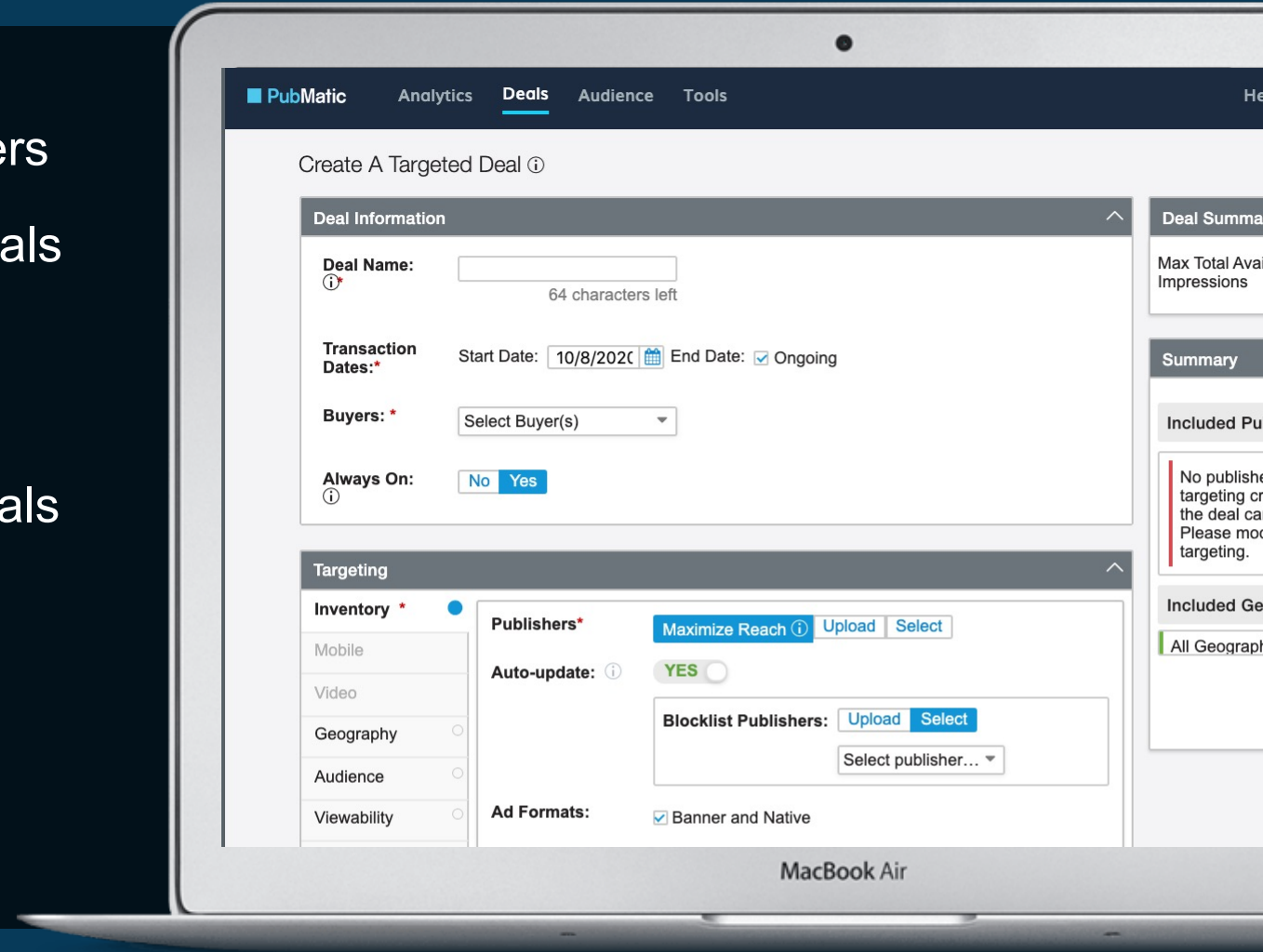
PUBLISHER DATA

Leverage premium publisher data closer to the source

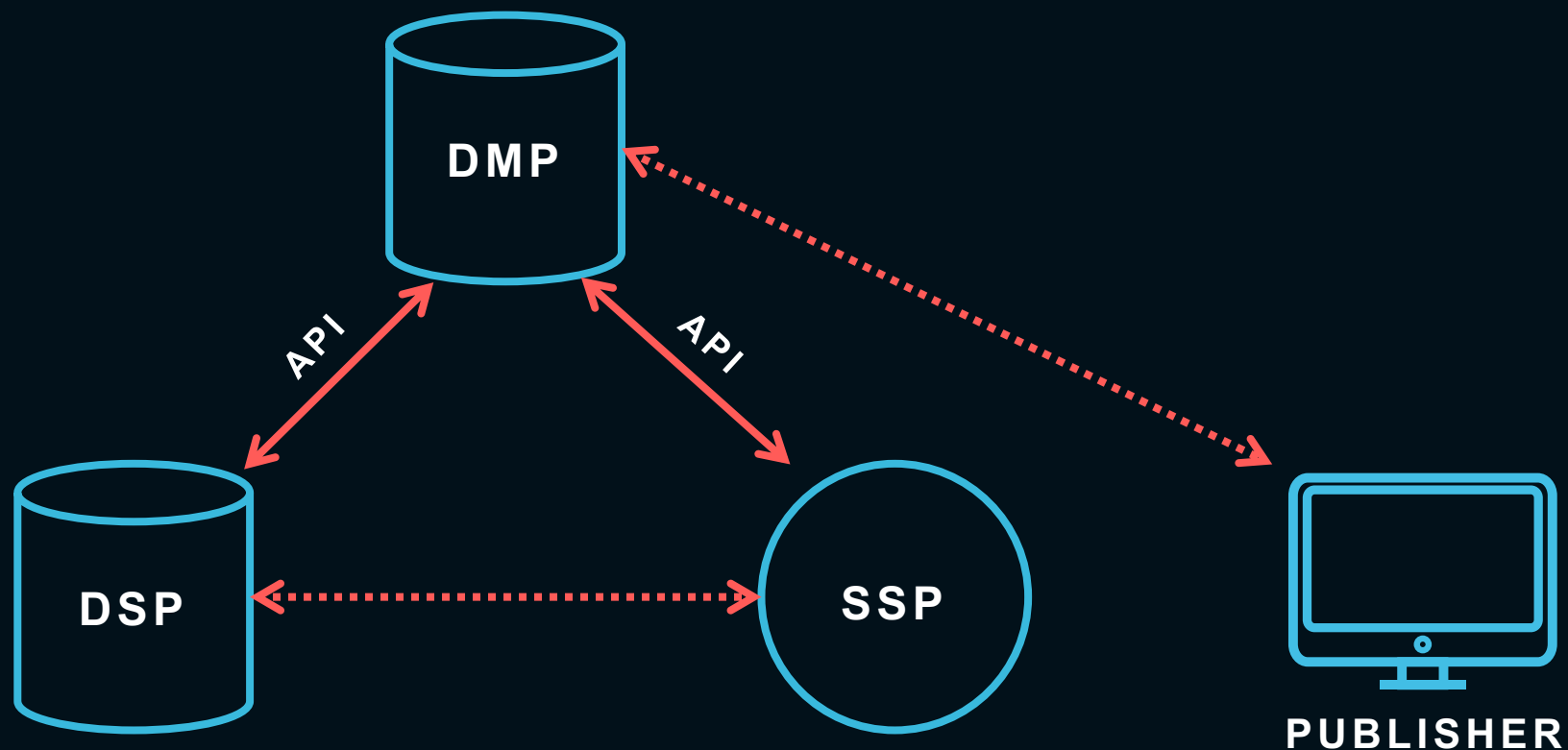


LOOK FOR TRANSPARENCY & CONTROL IN YOUR MEDIA SUPPLY CHAIN SOLUTIONS

- Simplify deal transactions with publishers
- Manage your auction packages and deals all-in-one-place
- Look for easy and quick setup
- Look for flexibility to bundle multiple deals
- Maximise spend efficiency and performance ROI
- Eliminate cumbersome processes



PUBMATIC & SEMASIO BOOST CAMPAIGN REACH BY **205%** FOR OMNICO M'S OMD NETHERLANDS



205%

UPLIFT IN REACH
COMPARED TO
DSP PARTNER

16%

UPLIFT IN
VIEWABILITY

21%

UPLIFT IN CTR

IT'S TIME TO SHIFT TARGETING TO THE SUPPLY SIDE



GREATER REACH & PERFORMANCE

Data applied through Audience Encore has helped campaigns double reach and increase viewability and CTR.



BETTER WORKFLOW

Limited activation steps to streamline setup and measurement.



LESS DATA LEAKAGE

Mitigate fraud with less data leakage and understand performance with near real-time analytics.



FLEXIBILITY & CONTROL

Target whomever, whenever, and however you want with data direct from the source.



Value

PMP: PREMIER TECHNICAL PIPES DELIVERING PUBLISHER VALUE

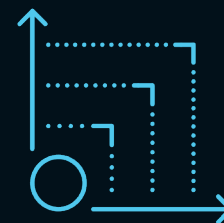
Maintain granular control over your data with key capabilities.



TRANSPARENCY



EFFICIENCY

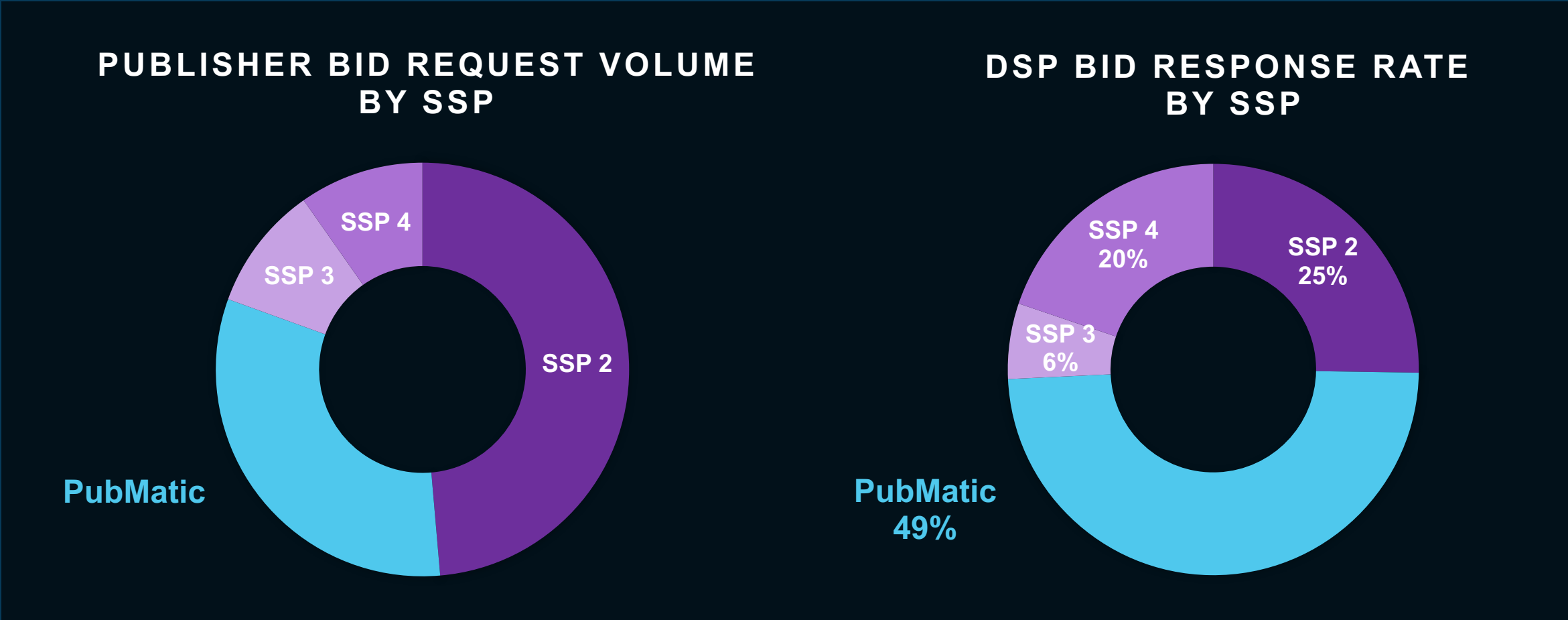


SCALE



**TRAINING &
SUPPORT**

DRIVE EFFICIENCY: STRONGER AVAILS & BETTER BID RATES = HIGHER WIN RATES FOR BUYERS



Source: Agency, DSP and publisher internal data, May 2021

UNDERSTAND & TAKE ACTION ON YOUR BUSINESS

Access insights into how deals perform across several standard metrics, built on the same cloud-based infrastructure that publishers access, and all-in-one-place.



SPEND

See how much your campaign has spent in near real-time



PAID IMPRESSIONS

How often your content has appeared in front of audiences



eCPM

Keep tabs on the average cost per thousand across your deals



- Deal
- Publisher
- Format
- Real Time Analytics



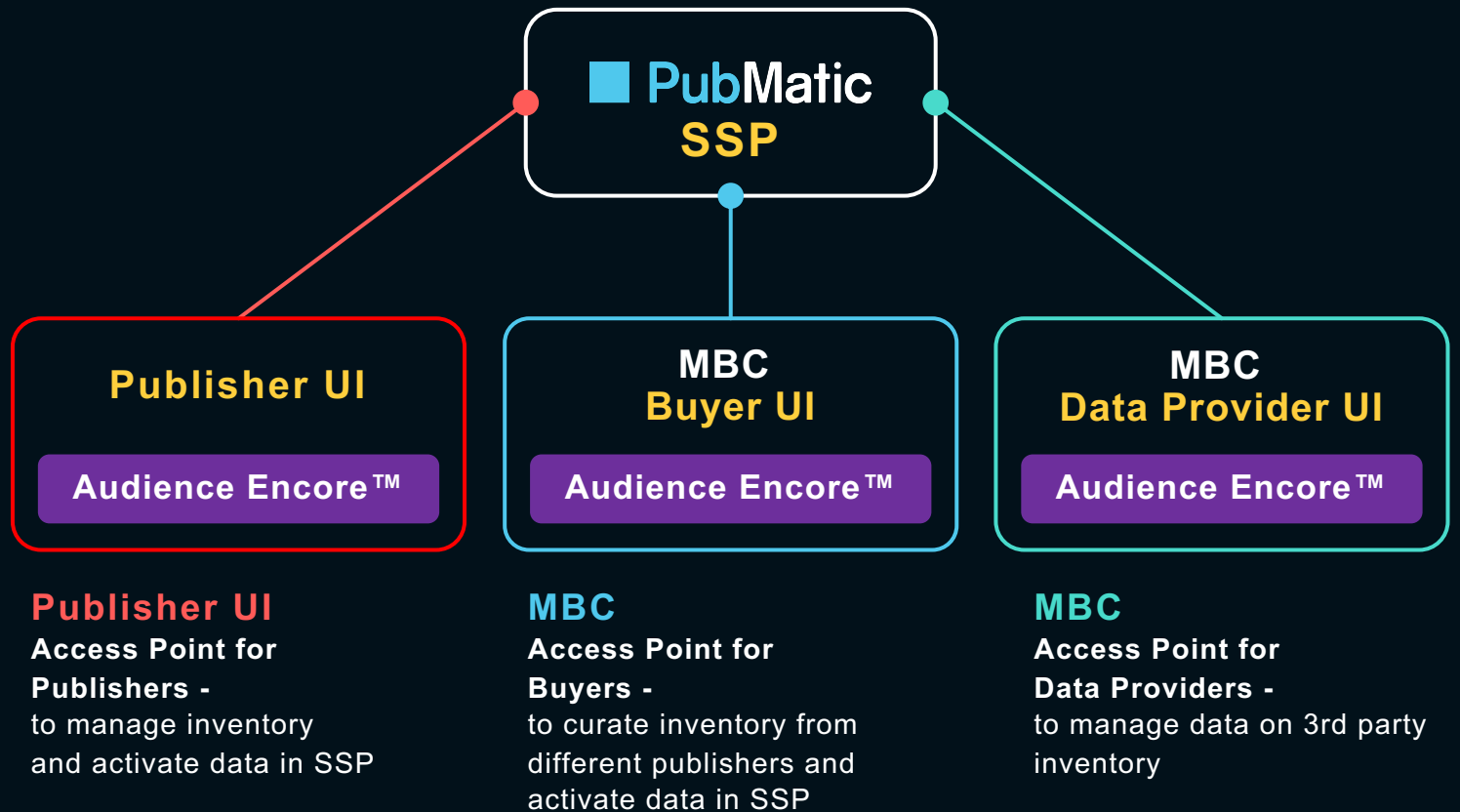
FUTURE

THESE SOLUTIONS ARE BUILT ON ONE INFRASTRUCTURE, BRINGING BUYERS AND PUBLISHERS CLOSER THAN EVER

One platform helps buyers optimize supply paths and target ideal audiences, while encouraging investment in publishers.

Audience Encore™

Activation of 1st and 3rd party data in every UI



THE SUPPLY CHAIN OF THE FUTURE = BETTER RESULTS. CONTROL. DELIVERED.

Maximize ROI and control your supply chain through
Customer-Specific Solutions, an Unbiased Approach,
and Measurable Quality.



OMNICHANNEL

Match buyer needs to publisher
inventory across multiple formats



ADDRESSABILITY

Optimize strategies across
*alternate identifiers, first party
data and contextual signals*



VALUE

Centralize, test and refine
approaches for scale and
performance



THANK YOU

Q&A | CONTACT: ekkehardt.schlottbohm@pubmatic.com