

SEAMLESSLY ACTIVATE YOUR FIRST-PARTY DATA

ENHANCED WORKFLOW TO EASILY ONBOARD AND REACH YOUR AUDIENCE

PubMatic's Connect is built to enable advertisers to maximize performance and reach their desired audiences successfully, with or without third-party cookies.

PubMatic is integrated with LiveRamp to streamline the workflow for advertisers looking to activate their first-party data, ultimately helping them maximize ROI and have better control of their supply chain.



HOW IT WORKS

Through PubMatic's integration with LiveRamp, advertisers now have an easier way to layer their own first-party data across PubMatic's premium omnichannel inventory including desktop, mobile web, in-app and connected TV (CTV) — for improved targeting, measurement and optimization.



1. Advertiser has their first-party audiences residing with LiveRamp.



2. Within the LiveRamp Connect console, advertiser selects the PubMatic tile to distribute the first-party audience to PubMatic's platform. PubMatic's addressability team can help address tile configuration questions.



3. PubMatic ingests the LiveRamp audience file and surfaces the audience within the PubMatic platform. The audience is then applied when creating the audience deal.



4. PubMatic shares the resultant Deal ID to the advertiser's buying platform of choice to activate programmatically.

Contact Information:

US Ad Solutions Team

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Worldwide: 18 Offices, 13 Data Centers

Founded: 2006, Nasdaq: PUBM

Employees: 737