



## **PubMatic Forges Partnership with Intuit SMB MediaLabs to Advance B2B Advertising with Privacy-Protective Solutions**

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**The partnership will connect advertisers in a privacy-protective manner to SMB audiences to create more accurate and better-performing B2B marketing campaigns**

**REDWOOD CITY, Calif – November 26, 2024** – PubMatic, an independent technology company delivering digital advertising's supply chain of the future, announced a new strategic partnership with Intuit's SMB MediaLabs that will make rich first-party SMB audiences available in PubMatic's self-service Convert platform for commerce media. This collaboration will enable publishers and advertisers to access unparalleled data-led targeting capabilities, significantly enhancing B2B marketing campaign performance and accuracy.

Intuit's SMB MediaLabs is a first-of-its-kind media network focused solely on small and medium-sized businesses. It reaches an audience of millions of small and medium businesses leveraging 36 million identifiers through Intuit QuickBooks, while keeping the underlying customer data secure on Intuit's platform. SMB MediaLabs launched in July 2023 as a managed service via insertion orders. Now, in partnership with PubMatic, enterprise-level and large holding company buyers and publishers offering premium, brand-safe inventory across CTV, video, mobile and more will be able to connect marketers to this attractive audience-segment through PubMatic. Plus, SMB MediaLabs advertisers will be able to connect to these data segments directly via PubMatic's self-service Convert platform, a flexible, integrated white-label tech solution for retailers and marketplaces.

"Our partnership with Intuit SMB MediaLabs is an incredible opportunity to bolster PubMatic's support of the B2B market," said Tim Rogers, VP of Commerce Media at PubMatic. "We will connect marketers to small and medium businesses wherever they engage with the open internet across PubMatic's premium omnichannel inventory. Intuit SMB MediaLabs and their commitment to the small business owner is a fantastic partner in enabling all the benefits of programmatic advertising for B2B marketers."

"Without compromise to privacy, we're excited to make our unparalleled SMB audiences accessible to customers on PubMatic's Convert platform," said Dave Raggio, Vice President of Intuit SMB MediaLabs. "The partnership will unlock permissioned self-service capabilities for our existing customers and provide advertisers with unparalleled capabilities to offer business owners relevant products and services that best fit their needs."

This partnership strikes at the right time. According to the EMARKETER August 2024 forecast, digital B2B ad spending is expected to surpass \$18.3 billion in the United States this year, where nearly 90% of all businesses are classified as SMBs, per the U.S Small Business Administration. Small Businesses, while historically difficult to track, will now be more accessible than ever with PubMatic's self-service Convert platform. Additionally, like consumers, small businesses benefit from advertising that is optimized and relevant to their needs. SMB MediaLabs provides Intuit's small business customers with more effective advertising from brands that provide quality products and services that can support their business.

To learn more about Convert and PubMatic's monetization and audience acquisition strategies for partners, visit [pubmatic.com/products/convert](https://pubmatic.com/products/convert).

### **About PubMatic**

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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