



PubMatic Delivers 5x Faster, Smarter Advertising Decisions With NVIDIA

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Multi-year technical collaboration and innovation cycle leverages NVIDIA accelerated computing and analytics to drive the unique demands of real-time ad decisioning on the open internet, processing trillions of daily decisions in microseconds.

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 8, 2025-- PubMatic (Nasdaq: PUBM), an independent technology company delivering digital advertising's supply chain of the future, today announced the latest results of a multi-year integration of NVIDIA technology to leverage accelerated computing for programmatic advertising's unique requirements across the open internet. By working with NVIDIA as an early adopter through an iterative process of testing, data sharing and solution refinement, this infrastructure overhaul delivers AI processing up to five times faster than traditional systems, helping publishers recover ad spend lost to latency and timeouts, while unlocking AI-driven optimization strategies that were previously possible only within walled gardens.

This collaboration represents a new model for bringing advanced AI capabilities to the open internet. Until recently, running AI at this scale required the massive infrastructure investments that only the world's largest technology companies could afford. With NVIDIA solutions tested and integrated across PubMatic's owned and operated infrastructure, PubMatic is driving significantly higher digital performance across the open internet.

"We've always believed that technology should empower the many, not just the few," said Mukul Kumar, Co-Founder & President, Engineering, PubMatic. "This collaboration with NVIDIA exemplifies how innovation happens, through iterative testing, shared real-world performance data, and truly optimizing for programmatic advertising's unique challenges. This transformation with NVIDIA gives independent publishers and the open internet access to previously unattainable AI capabilities. When independent publishers are empowered to compete on equal technological footing, consumers get more diverse content, advertisers get better outcomes, and the open internet remains open."

PubMatic has optimized a range of NVIDIA technologies across its global infrastructure, each powering a different part of the advertising supply chain:

- **[NVIDIA L40S GPUs](#)**: Power real-time ad decisioning and streaming media across connected TV (CTV), cutting latency to one millisecond and boosting ROI for publishers and advertisers.
- **[NVIDIA Triton Inference Servers](#)**: Serve the right ad requests daily to DSPs via sophisticated traffic shaping for higher DSP spend and more efficient integrations.
- **[NVIDIA RAPIDS Accelerator for Apache Spark](#)**: Deliver lightning-fast analytics, empowering clients with quicker insight for smarter optimization at a lower cost.

How AI Infrastructure Changes Programmatic Advertising

Leveling the Playing Field

PubMatic helped pioneer the owned and operated ad tech infrastructure, creating a significant moat in building proprietary AI functionality. By collaborating with NVIDIA to optimize for programmatic advertising's unique instant decision-making requirements and deploying its market-leading technology across this foundation, PubMatic can once again lead the industry through its AI transformation while widening its competitive moat with accelerated computing across hardware and software layers. This capability would require public cloud-dependent competitors to fundamentally rebuild their architecture.

PubMatic's NVIDIA-powered AI cloud infrastructure can deliver superior performance for clients and best-in-class AI innovation:

- **Unlocking lost revenue**: The new technology reduces inference latency from the industry standard of 5-10 milliseconds to approximately 1 millisecond, achieving 85% fewer auction timeouts. This unlocks millions in ad spend lost to technological restrictions, revenue that now reaches publishers and delivers better performance for advertisers.
- **Microsecond decisioning at massive scale**: Consumer AI tools like ChatGPT or Claude take seconds to respond, but programmatic advertising operates in fractions of a second. Using NVIDIA GPUs, PubMatic's AI-powered decisioning algorithms respond in microseconds, thousands of times faster than consumer AI applications, delivering greater accuracy and efficiency across trillions of daily decisions.
- **Real-time insights that drive action**: PubMatic processes live campaign data twice as fast and delivers insights 60% quicker by leveraging NVIDIA innovation, transforming analytics into a live feedback loop. This enables publishers to respond to optimization opportunities as they emerge, not hours or days later, when revenue is already lost.
- **Sustainable infrastructure for the future**: This new technology reduces energy consumption by 30% while delivering

superior performance, aligning with the industry's growing commitment to environmental responsibility without sacrificing results.

Powering AI Innovation Across the Platform

This NVIDIA-powered transformation has enabled PubMatic's AI-powered product innovations throughout 2025.

This year, PubMatic launched AI-powered platforms for buyers and publishers, featuring generative and agentic AI capabilities that require accelerated computing technology. The buyer platform, announced in May, uses natural language interfaces to simplify deals, forecasting, and optimization. The publisher platform, launched in September, offers automated yield optimization and real-time revenue insights. PubMatic Assistant with agentic AI detects yield anomalies instantly and surfaces optimization opportunities, minimizing manual work for publishers.

In July, PubMatic launched its Live Sports Marketplace, designed for the demands of major live events. The shift to streaming creates challenges, such as a publisher handling 10 million viewers surging to 200 million in minutes. PubMatic's GPU infrastructure makes it one of the only independent SSPs capable of handling the extreme scale and unpredictability of premium live sports and major streaming events, key drivers of a CTV advertising market (U.S.) expected to exceed \$40 billion by 2027 ([eMarketer](#)).

Recently, PubMatic released the industry's first open spec for agent-to-agent communication in programmatic advertising, allowing AI agents to collaborate on deal management and troubleshooting – cutting resolution time by 70%. It also launched generative AI deal management for private marketplace and guaranteed deals, reducing deal creation time by 87% to seconds. The company plans to continue expanding its use of NVIDIA technology, advancing a differentiated technology strategy rivaling what's available on walled gardens.

Industry Impact

PubMatic's integration of NVIDIA technology represents a fundamental shift in the digital advertising supply chain. By deploying accelerated computing across its owned and operated platform, the company is democratizing AI capabilities previously available only to walled gardens – processing trillions of daily ad decisions with five times faster performance, and 85% fewer auction failures due to latency or timeouts, which have been widely accepted as an inevitable part of the bidding process. Publishers and advertisers don't need to cede control and economics to access advanced technology. They can compete on technological capability, not just scale, strengthening the competitive dynamics of the open internet.

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, PubMatic has leveraged an infrastructure-driven approach for efficient real-time data processing. By delivering scalable and flexible programmatic innovation, PubMatic improves outcomes for customers while championing a vibrant and transparent digital advertising ecosystem.

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