

## INVESTOR RELATIONS ROUNDUP

JULY 2025 ISSUE

### UPCOMING EVENTS

- **Q2 2025 Earnings**

You may access the archived webcast from our [investor relations site](#) when available.

August 11, 2025 at 4:30pm ET / 1:30pm PT

### IN CASE YOU MISSED IT

#### Executive Dialogues:

- [PubMatic + WPP Media](#)  
August 4, 2025

#### Case Studies:

- [CTV That Delivers: A 7.2% Lift in Brand Consideration with a Unified Programmatic Strategy](#)  
July 31, 2025
- [Curating Quality Inventory at Scale on Behalf of OMD](#)  
July 29, 2025
- [Achieving A 50%+ Reduction in Cost per Acquisition \(CPA\) Through Strategic Supply Intelligence and Supply-Side Targeting](#)  
July 4, 2025
- [zMaticoo Achieves 270% Revenue Growth and Strategic Collaboration Through PubMatic's Access Membership Program](#)  
July 2, 2025

#### Blog Posts:

- [10 Years of PubMatic in Italy: What We've Learned, Where We're Headed](#)  
July 15, 2025
- [PubMatic's Pune Roots Fuel a Culture of Innovation, Impact, and Community Leadership](#)  
July 8, 2025
- [Smarter Supply Starts Here: MFA-Free, Fewer Hops, and the Future of Inventory Quality](#)  
July 1, 2025

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### PUBMATIC IN THE NEWS

- [Mantis Partners with PubMatic to Scale AI-Powered Contextual Targeting](#)  
[ExchangeWire | July 23, 2025](#)
- [PubMatic Launches AI-Powered Live Sports Marketplace with Real-Time Game Moment Curation, FanServ Joins as Premier Partner](#)  
[Press Release | July 17, 2025](#)
- [Industry Leaders Emphasize Performance Focus as Programmatic Shows Strong H1 Growth](#)  
[PPC Land | July 15, 2025](#)
- [Retail Media's Mixed Fortunes in Asia Show Why Region-Specific Marketing Plans are Vital](#)  
[WARC | July 13, 2025](#)
- [Sojern Joins Forces with PubMatic to Expand Travel Audience Data Curation](#)  
[ExchangeWire | July 9, 2025](#)

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