PUBMATIC IR ROUNDUP
APRIL 8, 2021 ISSUE

EVENTS

- Information about upcoming earnings calls and investor conferences will be available on our underlined investor relations site.

IN CASE YOU MISSED IT

Research:

- Global Advertiser Ad Spend Infographic
March 15, 2021

Blogs:

- Improving Web Vitals Scores With OpenWrap Or Prebid.Js
March 26, 2021

- Facilitating The Advertiser-Publisher Partnership On The Path To Addressability
March 24, 2021

- Building For The Future Of Ad Tech With A Private Cloud Data Center Strategy
March 17, 2021

- Addressability And The Path To Compliance
March 12, 2021

- What The IAB's Buyers.Json Transparency Initiative Means For Digital Advertising
March 11, 2021

- Make Sure Your Post-Cookie Identity Plan Isn't Half Baked
March 10, 2021

- The New Opportunity for a Sustainable Ad Tech Ecosystem
March 4, 2021

- Continuous Integration and Continuous Delivery at Scale
March 1, 2021

PUBMATIC IN THE NEWS

- New Innovations Drive Growth for PubMatic's Omnichannel Wrapper Solution
  Press Release | March 31, 2021

- 'This isn't an easy topic to understand': Google's identifier forces ad tech to make some hard choices
  Digiday | March 15, 2021

- Why GroupM Values Supply Path Optimization
  AdWeek | March 12, 2021

- GroupM Strikes Preferred SSP Deal With PubMatic
  AdExchanger | March 9, 2021

- PubMatic Competes With Tech's Big Guns in Digital Ads, And Thrives
  Investor's Business Daily | March 4, 2021

- 'Stories don't equal fluff': Why narrative spins, not fundamentals, are driving the ad tech stock market
  Digiday | March 3, 2021

- What Will the Next Generation of Broadcasters and CTV Platforms Look Like?
  VideoWeek | March 2, 2021