

# PUBMATIC IR ROUNDUP

OCTOBER 2023 ISSUE

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## UPCOMING EVENTS

- **Q3 2023 Earnings**

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

November 8, 2023 at 5:00pm ET / 2:00pm PT

## IN CASE YOU MISSED IT

### Blogs:

- [The Powerhouse Of PubMatic Hackathon 2023](#)  
October 23, 2023
- [Get Set To Ramp Up Revenue This Holiday Season](#)  
October 5, 2023

### Case Studies:

- [Publicis Group India Saw Improved Win Rates and More Efficient CPMs](#)  
October 20, 2023
- [PubMatic Delivers an Increase in CPMs and RPMs for ABS-CBN](#)  
October 17, 2023

### Research:

- [Global Sustainability Snapshot 2022](#)  
October 17, 2023

## PUBMATIC IN THE NEWS

- [Meet 13 firms that are helping retailers cash in on the \\$130 billion retail media market](#)  
BusinessInsider | October 30, 2023
- [Retailers drive profits with digital retail media](#)  
InsideRetail | October 30, 2023
- [Responsible media challenge: data ethics, diversity, and sustainability](#)  
WARC | October 27, 2023
- [Top 7 tips to utilize CTV as part of an omnichannel campaign](#)  
The Drum | October 19, 2023

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- [A publisher's conundrum: balancing responsible journalism and revenue](#)  
[The Media Leader | October 17, 2023](#)
- [PubMatic and FreeWheel Announce Integration of PubMatic's Activate](#)  
[Press Release | October 16, 2023](#)
- [What a Practical Pursuit of Ad Tech Sustainability Should Look Like](#)  
[ANA | October 10, 2023](#)
- [Driven By Global Momentum, PubMatic Brings Activate to APAC](#)  
[Press Release | October 2, 2023](#)

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