

PUBMATIC IR ROUNDUP

APRIL 2024 ISSUE

UPCOMING EVENTS

- **Q1 2024 Earnings**

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

May 7, 2024 at 5:00pm ET / 2:00pm PT

IN CASE YOU MISSED IT

Case Studies

- [Activate Exceeds Benchmarks in Luxury Retailer's CTV Sequential Messaging Campaign](#)
April 8, 2024

Blog:

- [Supercharging Data Processing: The Spark 3 Upgrade](#)
April 29, 2024
- [Cracking The Audience Addressability Code Through Google's Privacy Sandbox](#)
April 25, 2024
- [Building A Resilient Publisher Business Through OpenWrap As A Bidder](#)
April 17, 2024

Research:

- [Australia: How to make retail media work for you](#)
April 30, 2024
- [Navigating Commerce Media 2.0: Market Opportunity](#)
April 2, 2024

PUBMATIC IN THE NEWS

- [Klarna and PubMatic Partner to Boost Advertiser Access to High-Intent Shopper Community](#)
Press Release | May 1, 2024
- [With the introduction of video ads and e-commerce, Roblox looks to attain platform status](#)
Digiday | May 1, 2024
- [How publishers are optimizing their tech stacks to enhance addressability](#)
Digiday | April 29, 2024

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- [Google Delays Third Party Cookie Deprecation: Ad Industry Reaction](#)
[ExchangeWire | April 25, 2024](#)
- [PubMatic Unveils New AI Partnership to Turn Social Posts Into Ads For Any Digital Channel](#)
[B&T | April 24, 2024](#)
- [Virgin Media Partners with PubMatic to Scale FAST Advertising in the UK](#)
[Press Release | April 18, 2024](#)
- [PubMatic Partners with GroupM to Deliver First-of-its-Kind AI Generated Cohort Modeling Capability for Advertisers](#)
[Press Release | April 16, 2024](#)
- [Meet the 33 rising stars of adtech solving digital advertising's toughest challenges](#)
[Business Insider | April 11, 2024](#)
- [Roblox Users Battle Tornadoes and Raise Pets. Will They Watch Ads, Too?](#)
[The Wall Street Journal | April 10, 2024](#)
- [Roblox Taps PubMatic to Offer Programmatic Immersive Video Ads on Its Platform](#)
[Press Release | April 10, 2024](#)
- [Navigating Commerce Media: Strategies for Small and Mid-Size Retailers](#)
[AdNews | April 10, 2024](#)
- [PubMatic Announces Instacart Ads Integration to Leverage Retail Media Data Across CTV](#)
[Press Release | April 3, 2024](#)
- [PubMatic: A focus on new products and capabilities](#)
[Marketecture | April 1, 2024](#)

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