







Audience Encore

About Audience Encore

PubMatic platform provides publishers with insights and management of their audience segments.

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Video Learning

	<h3>Navigation & Managing Segments</h3> <p>Learn how to navigate Audience Encore and how to properly manage your segments.</p>	
	<h3>How to Create a Targeted PMP Deal</h3> <p>Within Deals, you can setup Targeted Private Marketplace transactions with publishers while also checking the performance of those deals. In this video you will learn how to:</p> <ul style="list-style-type: none">• Navigate the Deal interface• Create a Targeted Private Marketplace deal• Push a new deal to a buyer	
	<h3>Reporting on Audience Segments</h3> <p>In this video, you will learn how to access analytics such as Deal & Audience Usage reports to better understand performance.</p>	

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