Buyer APIs

About Buyer APIs

Buyers use PubMatic APIs to create, manage, discover, and negotiate buying decisions in the PubMatic system. You'll find the supporting documentation for PubMatic's Buyer APIs here.

All PubMatic APIs require the use of an API token. If you don't have a token, [get one now](#).

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Featured Documents

- Bid request objects and parameters
- Bid response objects and parameters
- Buyer's OpenRTB Technical Integration Questionnaire
- Common APIs for Buyers
- PMP Deal Transaction Common API links
- Targeted PMP API Guide
- Targeting APIs (for Publishers & Demand Partners)

Recently Updated

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- [Targeted PMP API Guide](#) | Apr 23, 2021 • updated by Catherine Racette • view change
- [Integration Plan (RTB Older Integrations)](#) | Apr 20, 2021 • updated by Catherine Racette • view change
- [Buyer's OpenRTB Technical Integration Questionnaire](#) | Apr 20, 2021 • updated by Catherine Racette • view change

Automated Transaction APIs

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- Targeting APIs (for Publishers & Demand Partners)
- Real-Time Bidding API
- Real Time Bidding API Components
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- IAB Categories
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Quality Control APIs

- [About PubMatic Quality Controls](#)
- [Brand Control API](#)