PubMatic's Video Learning

Watch PubMatic's learning assets to enhance your understanding and usage of PubMatic's PubUI and MBC platforms.

PUB UI ONBOARDING
- Onboarding Introduction
- Ad Quality
- Analytics
- Audience Encore
- Inventory
- Transactions

AUDIENCE ENCORE
- Navigation & Managing Segments
- Create a Targeted PMP Deal
- Reporting on Segments

OTT/CTV
- OTT/CTV Foundations Training
- Glossary
- Evolution
- Market Trends
- Ecosystem
- Technology

ANALYTICS
- Publisher UI Dashboard
- Media Buyer Console Dashboard
- Existing Reports and Report Builder

PRIVATE MARKETPLACE
- Creating a PMP Deal
- Monitor PMP Performance
- PMP Troubleshooting Scenarios
- Using RTB Rules
OPENWRAP & OPENWRAP SDK

Explainer Video: Meet OpenWrap
OpenWrap SDK Overview