

# Media Buyer Console

## About Media Buyer Console

The PubMatic Media Buyer Console makes it easy to find, bid on and track the performance of your programmatic advertising. A few simple steps will get you started with your deals. Once you're up and running, the Deal Health page provides full visibility into the performance of your deals and specific recommendations to optimize performance. Additionally, you can use PubMatic Analytics for real-time insights into your deal performance and to identify opportunities for optimization and improvement.

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