

# Product Documentation Home

## Products

PubMatic gives you the power to make smart, strategic decisions. Our product vision is to provide clients with a full advertising technology stack. More than that, we created a system that is adaptive, where each component is extendable and customizable. Each product in our programmatic ad stack is a distinct module that can be utilized if it's helpful or removed if it's not. This allows you to optimize your performance, your way.



### Pub UI onboarding videos

- Getting started in the UI
- Ad Quality
- Analytics
- Audience Encore
- Inventory
- Transactions



### Docs & videos

- Analytics
- Audience Encore
- CTV/OTT
- Identity solutions
- Marketplace quality
- Media Buyer Console (MBC)
- OpenWrap
- OpenWrap SDK
- Private Marketplace (PMP)
- SSP



### Trending topics

- Identity Solutions
- CTV/OTT
- OpenWrap SDK
- Getting started with PubMatic APIs
- PubMatic Videos