

Publisher UI: Video Onboarding

Thank you for choosing to partner with PubMatic. To help acclimate you to our product offerings, we have developed a collection of onboarding videos that walk through use of the platform and will help you hit the ground running. The videos can be viewed in order or you can click the name of any video below to skip ahead.

Once completed, you will understand:

- Steps to leverage our [Analytics](#) platform to access real-time and historical metrics to track performance.
- Utilize [Transactions](#) to configure your inventory and manage orders for targeted, direct, and programmatic deals.
- Create optimal performance of sites, tags, and ad units within the [Inventory](#) section.
- Ingest and integrate [Audiences](#) and manage share rights with publishers, buyers, and DSPs.
- And finally, use the [Ad Quality](#) feature to administer inventory and ads using Blocklists and creative management.

Each video section also contains helpful resources you can use to supplement the material covered. If you have any questions or feedback, please feel free to contact your Account Manager who will gladly assist you.