

# Ad Decisioning APIs

Publishers can regain control of their inventory and own consumer engagement with PubMatic's ad decisioning. Our ad serving platform provides publishers with the data signals they need to reclaim ownership of the selection and prioritization of demand sources, ultimately placing monetization back where it belongs: under the publisher's control.

Use the following documentation to use PubMatic's Ad Decisioning APIs.

- [Ad Network/Ad Placement Management API](#)
- [Inventory Management APIs \(Sites & Ad Tags\)](#)
- [Native Ads API](#)
- [Publisher Preferences APIs](#)
- [OpenRTB for Publishers](#)
- [Private Marketplace \(PMP\) APIs](#)
- [Rules API](#)
- [SSP Ad Server API](#)
- [Targeting APIs for Publishers](#)