

Audience Encore Videos

Audience Encore provides publishers and buyers with a selection of tools to help them ingest, manage and share their audiences. To help you learn how you can leverage these tools, we've created several tutorials that walk you through navigating the platform, creating your first targeted PMP deal and accessing reporting on your audiences.

Learn more about PubMatics Audience Encore by clicking the links below:

- [Navigating and managing audiences](#)
- [Reporting on audiences](#)
- [Create a targeted PMP deal](#)

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.