PubMatic Makes IPO Filing

Amid a wave of speculation that ad-tech companies were poised to try their chances in the public markets, PubMatic confirmed that it has filed an S-1 with the U.S. Securities and Exchange Commission priming it for an initial public offering.

“PubMatic intends to list its Class A common stock on the Nasdaq Global Market under the ticker symbol ‘PUBM’,” reads the statement confirming the move.

Jefferies LLC and RBC Capital Markets, LLC will act as joint book-running managers for the proposed offering. JMP Securities LLC, KeyBanc Capital Markets, Oppenheimer & Co. Inc. and Raymond James & Associates, Inc. are also acting as co-managers for the proposed offering.

By filing its IPO, PubMatic joins the ranks of The Trade Desk, Magnite, Criteo and LiveRamp to become one of the handful of ad-tech companies traded in the public markets.

Last month, it was reported that content verification company DoubleVerify and mobile specialists AppLovin were pondering IPOs. Industry observers have suggested that DoubleVerify may opt to go public via a SPAC (or a “reverse IPO” as they are commonly termed), as those funding raising routes have proven popular in 2020.

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