

Cookie Name	Domain	Expiry	Description
KADUSERCOOKIE	.pubmatic.com	90 days	PubMatic Userid. this identifier to identify each user uniquely. Some of the uses of this anonymous identifier are to support frequency capping, perform UID sync ups with DSP's, DMP's. DMP's / DP's push audience data against this ID. API publishers send this ID while making API requests to PubMatic AdServer. UAS Ad Engine also uses this cookie for FCAP purposes.
KRTBCOOKIE_[DSPID]	.pubmatic.com	90 days	DSP's piggyback cookie. While doing userId syncup with DSP's, PubMatic stores DSP's data (which cookie be DSP's userId / userId expiry etc) in cookies under PubMatic domain and sends them back to DSP's while making RTB bid requests. DSP's own data help them self to bid accordingly.
PUBRETARGET	.pubmatic.com	90 days	Pixel expiry. Used to indicate if user must be considered for various re-targeting ad campaigns running in PubMatic system.
KCCH	ads.pubmatic.com	30 secs	Locking flag. To avoid race condition in PubMatic userId generation, showad.js / universalpixel.js set this cookie first. if and only if not set already. Existence of this cookie means that current flow of the execution should not generate PubMatic userId cookie, as its already being set by other flow which has set KCCH.
SyncRTB	ads.pubmatic.com	90 days	Keeps list of DSP pixel Id's PubMatic synced with so far. PubMatic does userId sync up with DSP's. This cookie holds next sync up time for every pixel. Helps to maintain sync up frequency at DSP level.
KTPCACOOKIE	.pubmatic.com	90 days	To check if third party cookies are enabled on the browser. If server side module able to find this cookie in the http request, third party cookies are allowed on the current client browser.
DPPIX_ON	ads.pubmatic.com	20 secs	Locking flag. To avoid race condition in DP sync up
SYNCUPPIX_ON	ads.pubmatic.com	20 secs	Locking flag. To avoid race condition in DSP sync up
PMFREQ_ON	ads.pubmatic.com	2 secs	Locking flag. To avoid race condition in Initiating frequency cookie aggregation for camfreq and pubfreq cookies (mentioned below) At page unload event (page close / redirect because of click etc), showad.js aggregate all the "pubfreq_<SITEID> cookie and/or camfreq" values and set into "pubfreq and/or camfreq" respectively. Adserver server sets cookie for each network creative like below:- pubfreq_[pubid]_[siteid]_[random]:[networkId]-[count] pubfreq_30624_27963_12345 : 160-1 pubfreq_30624_27963_12346 : 1124-1 pubfreq_30624_27963_12347 : 334-1 pubfreq_30624_27963_14343 : 334-1 pubfreq_30624_27963_12348 : 1194-1 pubfreq_30624_27963_12349 : 159-1 pubfreq_30624_27963_12340 : 425-1 ====> Aggregated by showad.js script === pubfreq_[pubid]:[networkid]-[networkid_count]:[networkid]-[networkid_count] pubfreq_30624:160-1:1124-1:334-2:1194-1:159-1:425-1 Same for camfreq
DPSync	ads.pubmatic.com	90 days	Keeps list of DMP pixel Id's PubMatic synced with so far PubMatic does userId sync up with DMP's. This cookie holds next sync up time for every pixel. Helps to maintain sync up frequency at DMP level
USCC	.pubmatic.com	1 day	Locking flag. To avoid Spug calls that performs server side sync-up. This call syncs all the client / browser side cookies at Server side.

camfreq_<SITEID>	.pubmatic.com	4 days	AdServer sets this cookie for each Campaign creative. Name includes Publisher Id along with site Id and random number. Value contains network Id and the frequency. Frequency here indicates campaign has won those many impressions on Publisher site.
pubfreq_<SITEID>	.pubmatic.com	4 days	AdServer sets this cookie for each network creative. Name includes Publisher Id along with site Id and random number. Value contains network Id and the frequency. Frequency here indicates network has won those many impressions on Publisher site.
pubtime_<SITEID>	.pubmatic.com	1 day	Stores frequency reset time window. Multiple values are possible.
PUBMDCID	.pubmatic.com	90 days	Logical data center Id. PubMatic logically assigns separate Data Center Id to every data center. AdServer sets this Id under cookie.
COKENBLD	ads.pubmatic.com	1 day	Flag. Sets to true if cookies are enabled on browser side.
PUBUIDSYNCUPFQ	ads.pubmatic.com	90 days	Holds data provider wise last user sync up time.
DPFQ	ads.pubmatic.com	90 days	Holds data provider frequency cap for pixels.
optout (NewName) / pmoo (OldName)	.pubmatic.com	90 days	User's PubMatic Opt Out preference.
pi	.pubmatic.com	8 sec	Used to log the pixeling lane currently executing for given publisher.
repi	ads.pubmatic.com	2 sec	Used to identify that re-pixeling is executing
ipc	.pubmatic.com	3 sec	Short lived cookie used to help maintain context of request parameters in sync up module
SPugT	.pubmatic.com	30 days	It is used to keep track of the time when the server side cookie store was last updated for this browser. This is used in conjunction with the PugT cookie
PugT	.pubmatic.com	30 days	It is used to track when the cookies were updated on the browser. It is used to limit the number of calls to server side cookie store