audigent

smartPMP™
Powered By bombora®

Introducing Audigent's newest curation partner, Bombora, the most trusted source for quality, scalable B2B audience data. This partnership combines the power of Bombora's exclusive data assets with Audigent's leading supply-side curation expertise across key programmatic channels including Display, OLV, Native, CTV, and Programmatic Audio.

450+
Segments Available

Actionable as SmartPMPs across key ad types

CTV | Display | Video | Native | Audio

The Most Trusted Source for B2B Data

Bombora monitors billions of online research events, including content consumption and buyer interactions such as downloading whitepapers, filling out forms, and more.

❖ **16,000+ B2B Topics**

❖ **15.6B Monthly Content Consumption Events**

❖ **4M Unique Industry-focused Domains**

smartPMP™ Key Benefits & Performance

SmartPMPs are the intelligent marriage of exclusive data sets and premium, curated inventory, all packaged together via a single, easy to use Deal ID.

Supply-Side Optimization
Audigent's AI/ML and hands-on Curation Team enable supply-side optimizations to drive performance.

Cookieless & Futureproofed
Audigent's Hadron ID and supply-side data activation strategy does not rely on legacy identifiers.

Easy Activation
Delivered as a simple, easy-to-use deal ID, SmartPMPs are easily added to campaign line items for quick activation.

Activate Bombora-Powered SmartPMPs Across Key Channels

CTV | Display | Video | Mobile | Audio

Demographic | Industries | Company Size | Company Revenue | Behavioral Interest Groups | Install Data

and more