

**audigent.**<sup>®</sup>



audigent®

The premier 1<sup>st</sup> party data platform for  
entertainment, sports and lifestyle.



## Boosting Engagement with Programmatic Audio

Audigent has released a range of audience segments specifically designed to perform for programmatic audio campaigns.

Our exclusive combination of partnerships and technologies make it possible for us to offer Programmatic Audio audiences across a wide variety of interest and affinity segments



## The Rise of Programmatic Audio

Since companies like Spotify opened their audio inventory to programmatic exchanges in 2016, interest in Programmatic Audio from brands has skyrocketed.

Hailed as the future of audio advertising, programmatic audio has proven its mettle when it comes to driving engagement and performance.

With Audigent's exclusive programmatic audio audience segments, utilizing this new tech has become easier than ever!







## Top Agencies Using Audigent Data for Programmatic Audio

Audigent has become the go-to source for reliable, performance enhancing audience data for Programmatic audio campaigns.

Already used by many of the top agencies in digital advertising, Audigent sets the bar for quality audience data that drives engagement.



CADREON



horizonmedia

group<sup>m</sup>

Media Storm



iCrossing



KELLY SCOTT MADISON



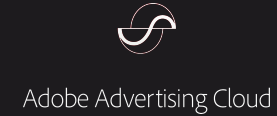
PUBLICIS GROUPE



# Available on Your DSP for Immediate Action

Activate these segments directly or reach out for custom segments that are tailored for your campaign and we will push them to the DSP seat of your choice.

## ACTIONABLE DSP SEGMENT NAMES



Audigent > Programmatic Audio > Social Media and Streaming > YouTube Users  
Audigent > Programmatic Audio > Social Media and Streaming > Twitter Users  
Audigent > Programmatic Audio > Social Media and Streaming > Tidal Users  
Audigent > Programmatic Audio > Social Media and Streaming > Pandora Users  
Audigent > Programmatic Audio > Social Media and Streaming > Spotify Users  
Audigent > Programmatic Audio > Social Media and Streaming > Apple Music / Itunes Users  
Audigent > Programmatic Audio > Social Media and Streaming > Google Play Users  
Audigent > Programmatic Audio > Social Media and Streaming > Instagram Users  
Audigent > Programmatic Audio > Social Media and Streaming > Facebook Users



Audigent > Programmatic Audio > Sports > Sports & Entertainment Enthusiasts  
Audigent > Programmatic Audio > Sports > NBA Enthusiasts  
Audigent > Programmatic Audio > Travel > Travel Buffs  
Audigent > Programmatic Audio > Travel > Luxury Travelers



Audigent > Programmatic Audio > Music > Rock Music  
Audigent > Programmatic Audio > Music > Music Festival Lovers  
Audigent > Programmatic Audio > Music > Hip Hop / Rap Music  
Audigent > Programmatic Audio > Music > EDM / Dance / House / Electronic Music



Audigent > Programmatic Audio > Exercise and Workout > Fitness Buffs  
Audigent > Programmatic Audio > Exercise and Workout > Health Enthusiasts  
Audigent > Programmatic Audio > Exercise and Workout > Fitness Classes  
Audigent > Programmatic Audio > Exercise and Workout > Heart Pounding Cardio





