

## MyCode & Audigent Team Up to Drive Demand for Multicultural Audience Data with Audigent's DMP

### MyCode's Challenge:

Platform policy changes, Walled Gardens' ever-growing market share, disparate privacy regulations, and a fragmented ecosystem distract from publishers' core mission of creating incredible content and smooth user experiences.

For multicultural publishers like MyCode, changing data regulations and traditional algorithms that place much of their programmatic inventory on block lists adds even more hurdles to the above challenges. The U.S.'s largest multicultural media agency, MyCode possesses a wealth of unique data available to advertisers but is directly impacted by these industry complexities.

### Audigent's Solution

Audigent successfully helped MyCode drive demand for multicultural audience data and navigate increasingly complex regulations by delivering best-in-class DMP services and providing much more granular audience segmentation to match advertiser needs.



**372% Increase**  
**in Total Revenue**



### Impressive Results

Audigent more than doubled MyCode's segmentation, creating greater value from its core asset, audiences. By evolving the DMP model into a profit center, combining best-in-class services with meaningful demand and opportunities for publisher data, Audigent helped MyCode's average monthly data revenue **grow 247% through 2023 and increased total revenue by 372% over the year.**

"The Audigent partnership has changed our perspective and proven that first-party data can be a significant revenue driver. Our complex business includes O&O sites and a network, which can be a real challenge when trying to scale audiences. Audigent has aggregated everything, giving us a holistic view of our valuable data across our footprint, bringing additional insights and allowing us to sell more dynamically. They also understand how to drive incremental dollars, especially from audiences like ours that fit into specialized categories. They are also helping us futureproof our business through their cookieless identity product and Privacy Sandbox strategy. Success all around!"

#### Mark Murrin

Senior Vice President, Business Development  
My Code

