

audigent + recurrent

Exclusive Recurrent Audiences Now Available for Immediate Activation via SmartPMPs™

Recurrent has built a collection of passionate communities filled with consumers who avidly engage with content surrounding their personality-defining interests. From cars, to photography, to the great outdoors, Recurrent's premium publishers are an incredible source of powerful first-party audience data.

Audigent powers the activation of these audiences and packages them against premium curated inventory via our SmartPMP product to unlock unparalleled programmatic performance.

Actionable across key programmatic channels



CTV



Display



Video



Native

Premium First-Party Publishers

bob vila™

WE ARE ★ THE MIGHTY

POPULAR SCIENCE™

THE DRIVE

OUTDOOR LIFE

PopPhoto

domino

TASK & PURPOSE

SAVEUR

dwell

FIELD & STREAM

Futurism

Demo Breakdown

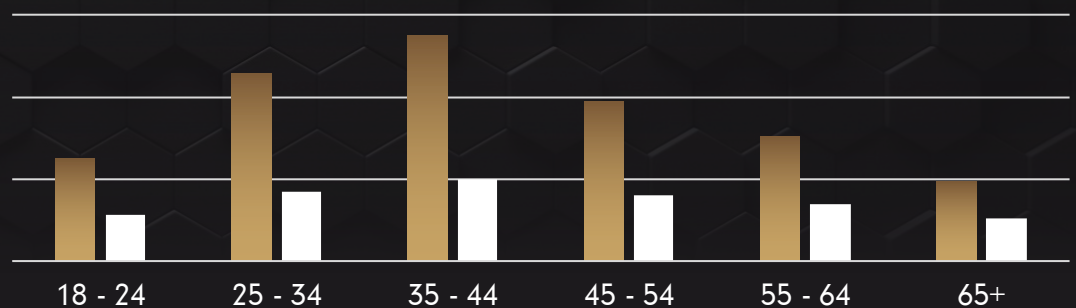
Over 65M Highly Engaged Monthly Consumers



70.8%

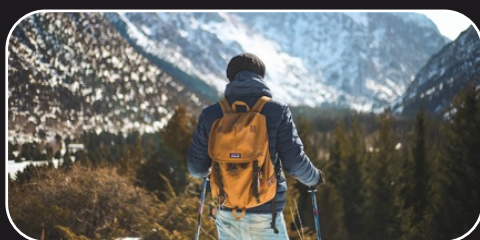


29.2%



Audience Highlights

Recurrent's first-party data adds massive scale to Audigent's most sought after audiences.



+157%

Increase in Audigent's
Outdoor Enthusiasts audience scale

Top Recurrent Publishers

OUTDOOR LIFE

FIELD & STREAM



+133%

Increase in Audigent's
Shutterbugs audience scale

Top Recurrent Publishers

PopPhoto



+78%

Increase in Audigent's
Automotive Enthusiasts audience scale

Top Recurrent Publishers

THE DRIVE