



MediaMath

audigent®

Creating the First Scaled **Data Bridge Between Supply & Demand to Drive More Value Out of Every Impression**

New, Live Supply-Side Optimizations Outperform at Scale

MediaMath and Audigent have been working together to build a new supply chain paradigm designed to bring value, efficiency, and performance to all stakeholders including advertisers, brands, agencies, publishers, and supply side platforms.



The diagram features a horizontal band with a dark background. On the left, the text 'Brain Sync' is in large blue font, with 'MediaMath' below it in white. On the right, 'smartPMP' is in large gold and white font, with 'audigent' below it in white. A white line connects two gold circles, one positioned between the MediaMath and smartPMP text, and the other between the smartPMP and audigent text. The background of the band includes abstract blue and purple patterns, with binary code visible on the left.

Brain Sync

MediaMath

smartPMPTM

audigent[®]

Hypothesis

Aligning the buy-side and supply-side optimization and automation technology will lead to better performance and efficiencies for media buyers while simultaneously driving higher yield for publishers and supply sources by tapping into better quality inventory.

Defining the Goal

To create a more efficient ecosystem by aligning the supply chain to the marketers goals.



More spend
for publishers



Better outcomes
for brands



More efficiencies
for all parties

MediaMath's Brain Sync Overview

MediaMath's powerful Brain Sync optimization routes impression and bid scoring data to inform optimal bid pricing required to improve campaign performance and publisher yield.

Brain Sync scores media against client campaign KPIs (CTR, conversion, etc.) identifying high performing supply in real time. Brain Sync performance now provides an additional optimization layer by delivering real time performance data into Audigent's automated AI-powered supply optimization stack.

The result? Improved optimization at scale.



Provides Audigent real time performance intelligence based on advertiser goal type



Bid scoring from Brain Sync is used to further optimize the supply path in real time



Audigent Technology Powering Supply Side Optimization

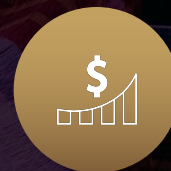
SmartPMPs are an intelligent marriage between premium 1st party data sets and curated inventory pre-packaged together as a single, easy-to-transact deal ID.

By applying cookieless audience data downstream on the supply side, Audigent's SmartPMPs provide advertisers with a cost-effective, futureproof supply of targeted, curated inventory in a world without 3rd party cookies.

Making buyers' lives easier while driving performance.



Audigent PMPs are futureproof, cookieless, and deviceless



Significant next-gen automation in curation and optimization for PMP marketplaces provides **big advantages for buyers over open exchange**



Curated exchanges and deals outperform open exchange inventory



Open exchange still relies heavily on cookies and will be significantly disrupted

Brain Sync-Enhanced SmartPMPs Unlock Performance for Advertisers and Publishers

In order to bring unprecedented performance and value to the programmatic ecosystem, Audigent and MediaMath coordinated demand and supply-side technologies for the first time to provide advanced qualified bid targeting and supply requests.

MediaMath provided Audigent with a consistent performance data feed (Brain Sync) which Audigent utilized to refine audience and inventory requests being passed through the supply chain.



The Results

After implementing and applying MediaMath's Brain Sync data to Audigent's SmartPMPs at the beginning of Q3 2021, Audigent's automated A.I.-driven curation engine drove:

70%

● Improvement in Performance

Improvement in campaign performance with conversion rate increased by 70%

- **435%** increase in conversion volume

25%

● Improvement in Efficiency

Improvement in campaign efficiency with CPA reduced by 25%

- **274%** increase in click volume

309%

● Driving Spend & Scalability

309% net budget increase, proving that optimized deals are both scaling effectively while being heavily favored as a result of increased performance.

30%

● Driving Value for Suppliers

Audigent saw a 30% increase in overall CPM, driving more value and revenue for suppliers' premium inventory.

Advertiser-Specific Performance

Audigent and MediaMath worked together to activate SmartPMPs that were enhanced with Brain Sync data for two high-profile clients. After infusing Audigent's SmartPMPs with Brain Sync data, both clients saw significant increases in performance that lead to increased campaign spend.

Major Electronics Retailer

226% Increase in campaign return on investment (ROI)

263% Increase in campaign ad spend

40% Reduction in campaign CPA, driving campaign efficiency

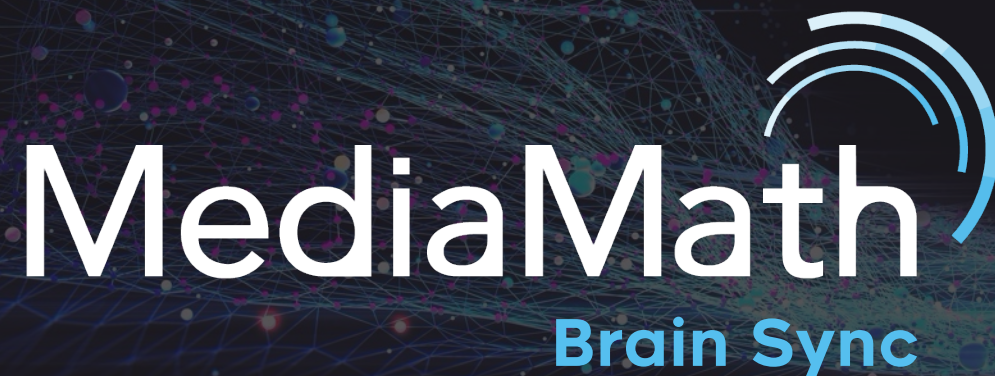
Top 3 Insurance Company

16% Overall increase in conversion rate

402% Increase in campaign ad spend

The **Data Bridge** Between Demand & Supply

This new, one-of-a-kind **Data Bridge** between Brain Sync and Audigent's SmartPMPs is actively delivering explosive results for both advertisers and publishers. Results that both outperform, and more importantly, scale.



Who Benefits?

Demand Side



DSPs
Get Accurate
Bid Decisioning

70%
Increase in campaign
conversion rate



Brands
See Better
Performance

25%
Improvement in campaign
performance (CPA)



Agencies
Increase Their
Budgets

309%
Net budget increase
across live campaigns

Supply Side



Publishers
Create More
Value

30%
Increase in overall
CPM



SSPs
Increase ROI for
their Partners

19%
Increase in CTR.
Creating value for buyers

MediaMath 

audigent®