

The Leading Data Activation, Curation, & Identity Platform

Audigent powers the programmatic landscape with **future-proofed** first-party audience, contextual, and cognitive data to drive success across over 100,000 campaigns per month.

Leveraging direct integrations with SSPs, Audigent's automated curation stack becomes a powerful tool for programmatic buyers that drives both performance and efficiency by aligning demand and supply-side efforts.



Easy to Customize & Optimize

Intelligently pre-packaged from the supply-side in unique combinations that optimize in real-time.



Predictable Scale & Pricing

Eliminate unknowns and deliver value with premium audiences purchased against curated inventory.



Omni-Channel Activation

Activate Audigent PMPs within key environments: Display | Video | CTV | Native

smartPMP™

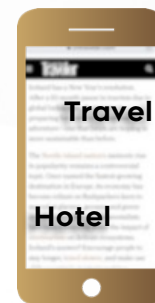
Powered by first-party audience data from our premium publisher partners like Conde Nast, PMC, Fandom, Digital Trends, TransUnion and more – packaged with premium curated inventory and delivered as an easy-to-use Deal ID.



contextualPMP™

Audigent's proprietary contextual tool analyzes, indexes, and categorizes millions of inventory sources used to build ContextualPMPs that are proven to drive both scale and performance.

Deviceless, Cookieless, Highly Scalable



1,100+ IAB Contextual Categories

2.5+ MM Webpages Indexed Daily

cognitivePMP™

Powered by Comscore's Predictive Audiences and Audigent's cognitive data sets, this unique product is designed to deliver targeted scale in a cookieless, deviceless, and privacy safe manner across key programmatic channels.

Key Data Sets: Auto | Retail Behavior | Healthcare | B2B | and more



Building Curated Marketplaces

Audigent makes it easier than ever for your partners to access and activate highly targeted PMPs that are designed for specific brands, products and more through bespoke PMP marketplaces.

1. Identify brand, product, or campaign
2. Audigent creates a suite of cross-channel deals within a custom PMP marketplace
3. Buyer executes against deals
4. Audigent implements supply-side optimizations throughout the flight of the campaign to complement demand-side strategies

Example:

Mobile Provider

Phone 1

Audience Profile

Hardcore Gamer
Tech Lover
Samsung Loyalist

Deal Marketplace

SmartPMP > Hardcore Gamers
CognitivePMP > Technophiles
ContextualPMP > Samsung News

Phone 2

Audience Profile

Fashion Lover
Instagram User
Business Professional

Deal Marketplace

SmartPMP > Fashionistas
CognitivePMP > Social Media Users
ContextualPMP > Business News

Family Plan

Audience Profile

Millennial Dads
Value Shopper
Smart Home User

Deal Marketplace

SmartPMP > Millennial Dads
CognitivePMP > Value Shoppers
ContextualPMP > Smart Homes

Download the Retail Media Whitepaper



Exploring Retail Media Solutions

Our platform and specific expertise in data-rich curation uniquely positions Audigent to deliver powerful data-driven strategies for brands who are aiming to take control of their data supply chain and participate in the **Retail Media Revolution**.



Interoperable Identity

Audigent's Hadron ID is designed for the cookieless future and to empower brands with the ability to futureproof their most valuable asset



Curation Program:

Integrate your first-party-data into Audigent's curation platform to own your digital supply chain



Custom Stack:

Leverage Audigent's expertise to develop your own Retail Media solution at scale

