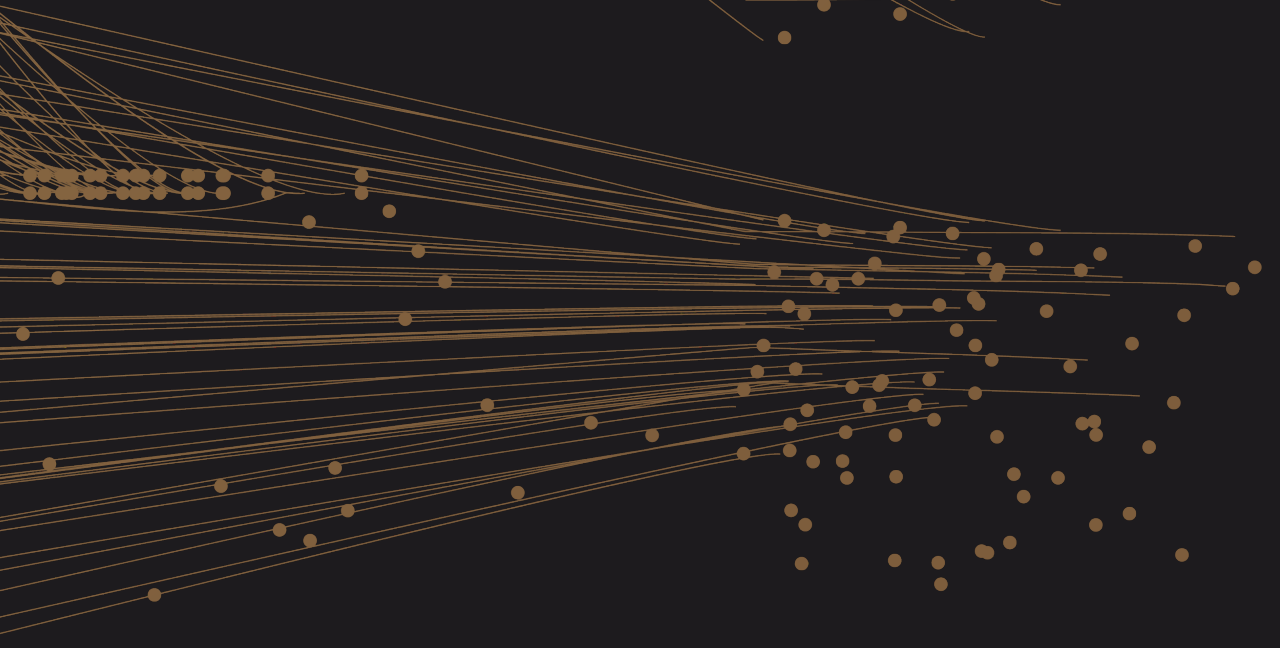


audigent.[®]

CASE STUDY
2019 International Fashion Brand



Audigent: The Next-Gen Data Platform

Audigent is a next-generation data management platform containing some of the most exclusive content-consuming audiences across desktop, mobile and social platforms.

In an age wrought with ad-fraud and a lack of transparency, Audigent is transforming the way data powers the programmatic landscape while putting control directly into the hands of publishers and advertisers.



EXCLUSIVE PREMIUM 1ST &
2ND PARTY DATA



UNIQUE, CUSTOM
AUDIENCE SEGMENTS



1-TO-1 AUDIENCE-BASED
TARGETING



FULLY VERIFIED
AUDIENCES: PROPRIETARY
FRAUD PROTECTION
TECHNOLOGY



PORTABLE INTO MAJOR
BUYING PLATFORMS



Verified, Opt-In Audience Data is King

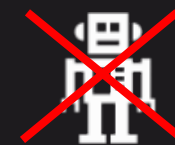
Harness the power of activating 100% verified, highly engaged **PEOPLE**, not bots, who are current and actively engaging with branded content across the web.

Through our tailored, data-driven audience segmentation, we empower you to **cut out the fraud** and target real verified audiences. That means no more generic segments filled with bots and autoloads.

Reach real people - make real connections - and drive real brand conversations.



100% VERIFIED IDs
WITHIN EVERY
AUDIENCE



NEVER BOTS



PROPRIETARY A.I. MONITORS
FOR AND REMOVES
FRAUDULANT IDs
(known click farms, devious
behavior, etc)



RIGOROUS ID MATCHING:
If one of our IDs does not match
up with AT LEAST two of our
data partners, we throw it out,
no questions asked



Better Audience Data Delivers Better Campaign Results

Tailor-made audience segments built to deliver against key brand metrics.

Better Performance

CTR and Action Rates up to 3x industry standard

Better Viewability

Avg. 70% on campaigns

Stronger Video Completion Rates

Avg. 70%+ on campaigns

Brand Affinity

Stronger, more persistent affinities that drive media performance

More Value

Lower CPMs via exchange inventory that over performs due to strength of data

Higher OTP

Ensure that you reach real human traffic in the specific audiences you are targeting



How Audigent Drove Awareness for an International Fashion Brand

International Fashion Brand Awareness Campaign

This international fashion brand, currently going through a resurgence in the streetwear lifestyle sector, was looking to reconnect with the people who helped it become the iconic brand it is today.

In the midst of a global launch and rebrand, the goal of the campaign was to drive awareness and intrigue amongst its core target audience – people who live an active yet fashionable lifestyle and are driven by a **culture-creator mindset**.

The Goal



Drive awareness and consideration amongst culture creators via preferred platforms and devices

The Solution: Four-Pronged Audience Strategy

In order to engage the target audience, Audigent utilized a concise four-pronged strategy that focused on key affinities and **content consumption behaviors**. To do this, we built custom audience segments that were designed to accomplish client goals leveraging our exclusive 1st party data sets and activated the brand's own YouTube audience across the open web – **an ability exclusive to Audigent**.



INGEST BRAND'S YOUTUBE
SUBSCRIBERS FOR TARGETING
ACROSS PROGRAMMATIC
LANDSCAPE



1st PARTY POP CULTURE & FASHION
CONTENT CONSUMERS



FASHION INFLUENCER AUDIENCES



FIT & FASHIONABLE

Gaining Core Audience Insights

Audigent's data partnerships allow for deep audience insights that empower us to create tailored audience segments with unparalleled precision.

- 1:1 deterministic targeting
- 100% verified traffic
- Better than anything you can get from a 3rd party data source

Publisher Partners
Publisher data,
Owned Web & Social
Properties, Pixelated Creative



Digital audiences are fed into the Audigent platform

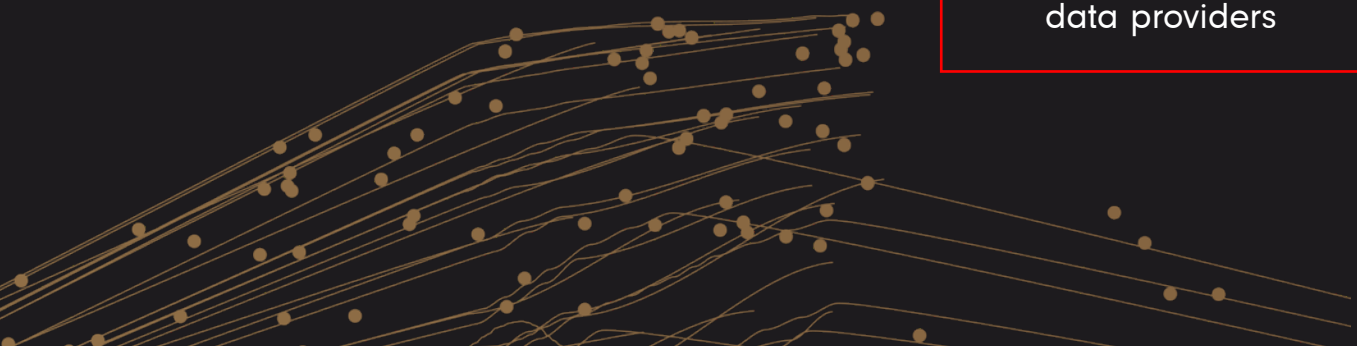
Audience ID's are matched against our data partners to draw insights and composition



FITNESS ENTHUSIASTS
Shallow, uninspired "insights" from other data providers

REAL, ACTIONABLE INSIGHTS & SEGMENTATION

- Spotify Streamer
- Fitness Lover
- Consumes Fashion Content
- Consumes Content from GQ



Execution: Multichannel + Device

Utilizing a multi-channel, cross-device strategy allowed Audigent to reach highly engaged users where they were most active while optimizing spend to focus on the best performing audiences.

CHANNEL



YouTube TrueView



Programmatic Video



Programmatic Display



Programmatic Native

DEVICE



Desktop
57%



Mobile
35%



Connected TV
1%



Tablet
7%

The Results:



YouTube TrueView



Programmatic Video



Programmatic Display



Programmatic Native

	YouTube TrueView	Programmatic Video	Programmatic Display	Programmatic Native
\$\$ Allocation	44%	27%	28%	1%
Completion	97% (:60 seconds)	86% (:15 seconds)	—	—
Viewability	97%	81%	80%	72%
CTR	.15%	1.71% 8.1x industry average	.08% 1.6x industry average	.04%
CPC		\$0.49	\$1.56	\$0.51



The Results: Key Takeaways



YouTube TrueView

97% completion rate on :60 second video

- Despite the length of the video (:60 sec), the high completion rate reflects an impressive level of engagement and interest in the brand's story.

- Audigent's Fit and Fashionable audience drove the strongest performance.



Programmatic Video

Outperformed industry CTR by 8.1x

- Fit and Fashionable audiences drove the most clicks, however, CTR was the lowest among the five groups.

- Brand YouTube subscribers drove the highest CTR of all audience segments when viewing the video on the open exchange.



Programmatic Display

Outperformed industry Viewability by 20%

- 300x250 ad unit proved to be the most efficient in terms of both performance and cost.

- Despite being the largest and most impactful unit, the 970x250 came in with the lowest stats across the board.



Programmatic Native

- Most efficient overall, but drove minimal traffic.



