

# audigent + SPOTX

## Audigent Bolsters CTV SmartPMP™ Solutions With Direct SpotX Integration

With proven performance in supercharging the efficacy of Connected TV & OTT campaigns, Audigent is thrilled to announce our direct integration and deepening partnership with one of the leaders of the CTV space, SpotX.

Audigent's CTV SmartPMP™ brings together exclusive 1<sup>st</sup> party audience data and contextual targeting capabilities with curated inventory at meaningful scale.

This pioneering approach enables brands, agencies and DSP partners to maximize ad spend in reaching targets with unparalleled performance within premium, non-skippable environments.



### Sample of SpotX Supply Partners



For a more complete view of SpotX global supply partners, visit [www.spotx.tv/explorer](http://www.spotx.tv/explorer)

### SmartPMPs™ Make Premium Publisher Audiences Actionable On CTV



### Highlights & Opportunities



#### CTV on a Global Scale

SpotX powers access to **97%** of premium ad-supported OTT providers.



#### More Scale

Direct integration means higher match rates between SpotX and Audigent, which means more accurate targeting at scale for media buyers.



#### All Screens, All The Time

SpotX reaches 4 out of 5 viewers of ad-supported CTV.



#### Flexibility

Activate on the DSP of your choice with SpotX CTV and OTT Deal IDs.



#### Brand Safe

Rest easy knowing that your brand's campaign is only running on guaranteed brand safe inventory.

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### Audiences Ready for Immediate Activation

Audigent has prepared nearly 100 of our top requested SmartPMP™ & ContextualPMPs™ for immediate activation on the SpotX platform.

Don't see the audience you're looking for? Audigent will work directly with your team to craft a tailored library of Deal IDs that are designed to accomplish your CTV goals.

#### General Demo

Male  
Female  
Age 18 -24  
Age 25- 34  
Age 35 - 44  
Age 45 - 54  
Age 55 - 64  
Age 65+  
Ethnicity AA  
Ethnicity Asian American  
Ethnicity LatinX  
High Household Income

#### Affinity

Music Fans  
Sports Fans  
Entertainment Content  
Consumers  
Travel Lovers  
Foodies  
Avid Investors  
Beauty Queens  
Frequent Diners  
Do-It-Yourselfers  
News and Politics Junkies  
Avid Shoppers  
Fitness Enthusiasts  
Technophiles  
Auto Enthusiasts

#### In-Market

Apparel & Accessories  
Auto & Vehicles  
Baby & Children's Products  
Beauty / Personal Care  
Business Services  
Personal Computers  
Consumer Electronics  
Dating Services  
Education  
Employment  
Event Tickets  
Financial Services  
Gifts and Occasions  
Home & Garden  
Real Estate  
Software  
Sports and Fitness  
Telecommunications  
Travel

#### Other Interest

Arts & Entertainment  
Automotive  
Beauty & Fitness  
Books & Literature  
Business & Industrial  
Cold & Flu Season  
Computers & Electronics  
Finance  
Food & Beverage  
Gaming  
Hobbies & Leisure  
Home & Garden  
Telecommunications  
Jobs & Education  
Law & Government  
Other News  
Online Communities  
People & Society  
Pet Lovers  
Real Estate  
Science News  
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Sports  
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