audigent®

Powering Access to Gamers 2.0

Understanding Gamers 2.0

Reaching Gamers has become a hot topic in the advertising world.

The gaming platform has become the centerpoint in the realization of the long-promised connected living room. The explosion of the esports industry heralds the arrival of passionate upswelling of consumers that are hungry prospects for a diverse group of marketers.

For these bonafide Gamers, gaming is more than something used to aimlessly fill time on the subway. It is a passion, a lifestyle.

And as you'll see, Gamers are also so much more...

More Than Just Gamers

Advertisers and brands can derive so much value in reaching this audience of consumers who are so much more than just Gamers.

They are music streamers, business professionals, auto enthusiasts...and the list goes on.

Through Audigent's unique publisher partnerships, we power connection with this valuable audience around their core passions and content consumption patterns.

Overview

Audigent has isolated our most engaged gaming audiences to provide a clear picture of who media buyers are trying to reach when they think of "gamers."

Focusing on traditional console, PC, or handheld device gamers, the elite, Audigent draws powerful signals from engagement with content around the upcoming release of the New Xbox Series X on sites like WIRED and ARS Technica. We see content devoured about upcoming game releases on sites like UPROXX.

Whether it's releases, hardware or reviews, we look at the most active members of the gaming community to illuminate what's most distinct about these powerful consumers.
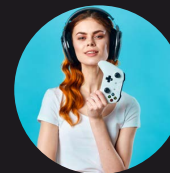
Gaming Content Consumers

54,158,865 Hardcore Gamers

The average Male Gamer is 25-34

87% of pop

The average Female Gamer is 25-34

13% of pop

Household Income

45% $75k+

33% $100k+

Device

54% Desktop

43% Mobile

Top Gamer Affinities

To provide advertisers with a clearer picture of *who* a gamer is, Audigent honed in on key lifestyle and psychographic traits enabling brands to create a more compelling narrative and comprehensive media strategy.

Auto Enthusiasts
5,649,865

Technophiles
15,454,615

Business Professionals
6,243,091

Fitness Buffs
6,133,369

Fast Food Lovers
10,968,010

Movie Lovers
10,482,962

Sports Fans
8,494,394

Opportunity by Vertical

Apparel

Quick Service Restaurants

Entertainment

Adult Beverage

Health

CPG

Top Gamer In-Market Segments

With a diverse range of interests, some of the top in-market segments amongst gamers may surprise you, while also providing an unexplored avenue for marketers who have yet to tap into this powerful consumer base.

Banking & Investment Services
3,952,103

Consumer Electronics
4,757,325

Used Cars
2,329,763

Home Décor
3,881,989

Enterprise Software
1,113,146

Child Education
2,646,471

Opportunity by Vertical

Finance

Automotive

Retail

Technology

Telecom

B2B

Reaching Gamers With Audigent

DATA ONLY

Utilize custom or off-the-shelf audience segments directly through your preferred DSP.

OFF-THE-SHELF:

Audigent has premium audience segments available for immediate action across major buying platforms.

[Search Audiences Here]

OTS Segment Names	CPM: $1.15
Audigent > First Party (1st) > Entertainment > Gaming Enthusiasts > Action Game Fans	
Audigent > First Party (1st) > Entertainment > Gaming Enthusiasts > Hardcore Gamers	
Audigent > First Party (1st) > Entertainment > Gaming Enthusiasts > Online	
Audigent > First Party (1st) > Entertainment > Gaming Enthusiasts > Roleplaying Game Fans	
Audigent > First Party (1st) > Entertainment > Gaming Enthusiasts > Sports Game Fans	
Audigent > Programmatic Audio > Entertainment > Gaming Enthusiasts	
Audigent > Mobile Device > Mobile Gamers – iPhone	
Audigent > Mobile Device > Mobile Gamers - Android and Other	

Actionable Via: Display | Video | Native | In-App | CTV

CUSTOM:

Audigent's team will work with you to create custom audience segments and deliver them directly to the DSP of your choice.

SmartPMPs™

A first-to-market product that packages exclusive audience data with premium curated inventory.

OFF-THE-SHELF:

Audigent has SmartPMPs™ available for immediate action across major buying platforms.

[Search SmartPMPs™ Here]

SmartPMP™	Deal ID	Format	dCPM
Casual & Social Gamers	PM-EFWP-4578	Display	$5.00
Casual & Social Gamers	PM-SWZU-4542	Video	$17.00
Hardcore Gamers	PM-JONZ-9530	Display	$5.00
Hardcore Gamers	PM-HQPA-1940	Video	$17.00
Sports Game Lovers	PM-LGLJ-3372	Display	$5.00
Sports Game Lovers	PM-RPUW-8359	Video	$17.00
Mobile Gamers: iPhone	PM-YZWJ-2879	In-App Display	$5.00
Mobile Gamers: Android	PM-AJSJ-2372	In-App Display	$5.00

CUSTOM:

Audigent's team will work with you to create custom SmartPMPs™ that utilize exclusive audience data packaged with premium inventory that aligns with your campaigns.