

Audigent Powers Programmatic Access to Exclusive LatinX Audiences from mitú

Unexpected – Unapologetic – Provocative

mitú’s mission to authentically represent and connect with the LatinX community is resonating with its core audience of passionate, youthful, and nuanced content consumers. By providing a state-of-the-art platform elevating and representing 200% LatinX experiences, mitú has cultivated a massive verified audience of English-dominant US Latinos.

In order to make these valuable audiences actionable, Audigent and mitú have partnered to create unique audience extension packages powered by **SmartPMPs™**, empowering advertisers with the ability to engage active LatinX community members around their core passions.

See the mitú Story

▶

Demo Breakdown

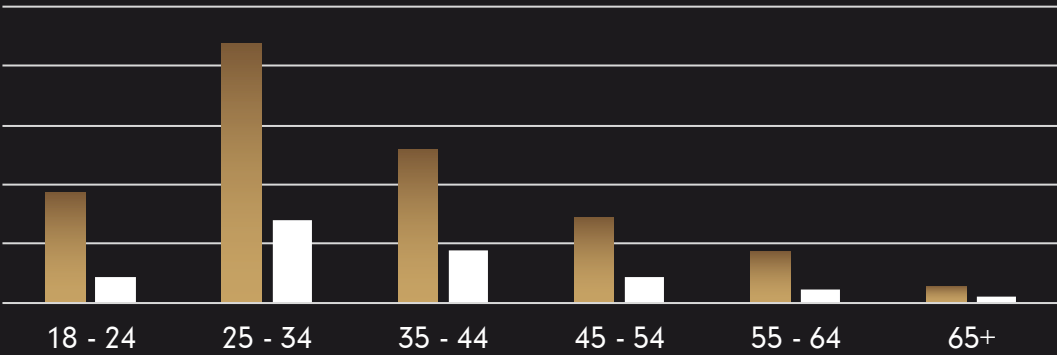
mitú’s core audience of **“the 200%”** – digitally savvy youth who are 100% American and 100% Latino – is a highly sought-after audience for digital media buyers across every vertical.

3.3MM

mitú verified, 1st party LatinX community members

48MM

Activate in combination with Audigent’s total Hispanic audience for increased scale



Key Highlight

English is their preferred language when online...

(LatinX Youth)

English is the default for most devices and platforms, making the number of people that actually change their language and browser settings quite small.

As 3rd party tracking dissolves, even major players in the space will be forced to default to “consumes Spanish language content” as a **proxy for US Latino targeting**.

This type of targeting will miss the majority of US Latinos under the age of 40.

Verified Audiences

Culture Shapers

This audience is comprised of barrier breakers and dream makers. With interests including beauty, business, music, social issues, and tech, these are truly the shapers of the culture in which they thrive.

Name:
mitú > Culture Shapers



Entertainment Lovers

Made up of TV and Movie lovers, the members of this audience are mainly cord cutters who prefer to stream their favorite content than watch or pay for traditional cable.

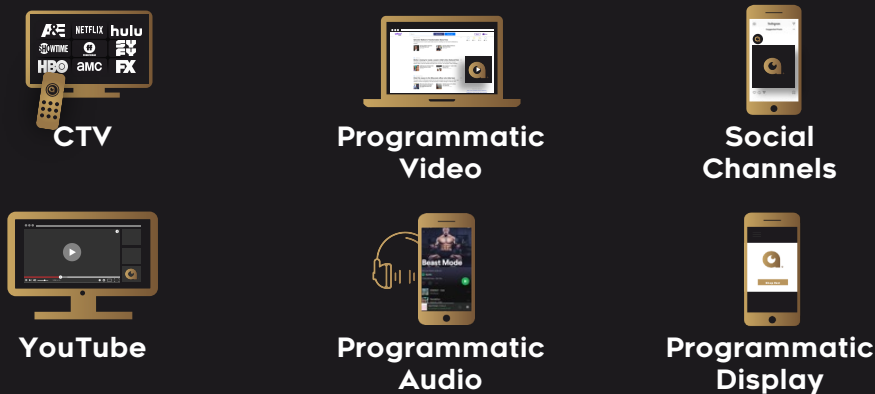
Name:
mitú > Entertainment Lovers



mitú

Data Activation

Actionable across all platforms and devices



Additional SmartPMPs™ and Segments

Available for immediate activation

Interest & Affinity

- Luxury Shoppers
 - Health News Consumers
 - Business Professionals
 - Parenting
 - Politics
 - Foodies

In-Market

- Consumer Tech
 - Apparel
 - Beauty
 - Home Décor
 - Automotive
 - Real Estate