Basis® Technologies Curated Marketplaces

Powered by audigent

Comprehensive PMP Deal Library Proven to Drive Targeted Scale, Performance and Value

Basis Technologies and Audigent have partnered to launch the Basis Curated Marketplaces, providing advertisers with industry-leading targeting solutions that package premium data and inventory to drive scale, value and performance across a wide range of industry verticals, KPIs and goals, and media channels including CTV, Display, OLV, and more.

In addition to the 2,500+ live deals available, advertisers can work directly with Basis and Audigent to create bespoke curated PMPs specific to their brand, product, and campaign needs.

2,500+
PMP Deals Available for Immediate Activation in Platform

Curation Driven by Innovative Products

smartPMP™
Powered by first-party audience data from our premium publisher portfolio and third-party data partners.

contextualPMP™
Audigent's contextual tool is used to create powerful cookieless and deviceless PMPs that are designed to connect with your target audience across contextually relevant inventory.
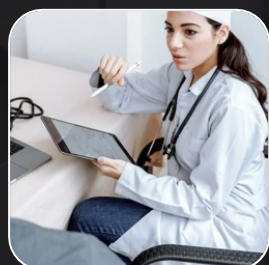
cognitivePMP™
Powered through predictive audiences, perfect for B2B, Insurance, Life Stage, Interest-based campaigns (and more..)

Exclusive First-Party Audiences & Premium Data Partnerships

PMC · digitaltrends · a360media · Fandom · VentureBeat · UPROXX · CONDÉ NAST

slickdeals · mitú · IndieWire EST. 1996 · bandsintown · SCREENRANT · Life&Style · moms · THE Hollywood REPORTER · MEN'S JOURNAL

TransUnion. · ACXIOM · EPSILON · EQUIFAX · experian. · LIVE NATION · ORACLE · comscore · The Weather Company An IBM Business

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Solutions Available Across Key Verticals & KPIs

Healthcare · Automotive · Financial Services · Luxury · CPG / Retail

Lifestyle · High CTR · Value CTV · High Viewability · Low CPA

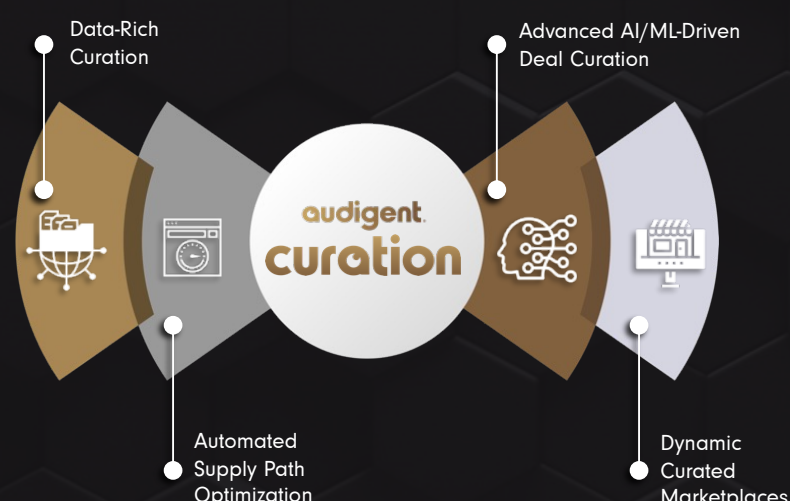Family / Parenting · Fashion · Entertainment · Beauty & Wellness · Home & Garden

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The Power of Curation

Audigent helps clients realize the full potential of media and data assets by creating an addressable, safer and more performant supply chain

Data-Rich Curation

Advanced AI/ML-Driven Deal Curation

audigent curation

Automated Supply Path Optimization

Dynamic Curated Marketplaces

Rich with Data
Curated deals by their very nature are enriched with first-party, contextual, and cognitive data vs. the "dumb pipe" of the open exchange

Fully Aligned Supply Path
Curated deals are unique in their ability to be optimized from both the supply-side (SSP) and the demand-side (DSP), while open exchange-rooted campaigns can only be optimized from the DSP.

Better Performance
The ability to apply rich first-party, contextual, and cognitive data sets directly against curated inventory, combined with the ability to optimize from the supply-side, is proven to drive better performance across digital media campaigns.

Better Pricing
PMP pricing is determined by bid floors and curation fees **only.** Removing detrimental bid shading practices, as well as unfavorable first and second auction bid dynamics.
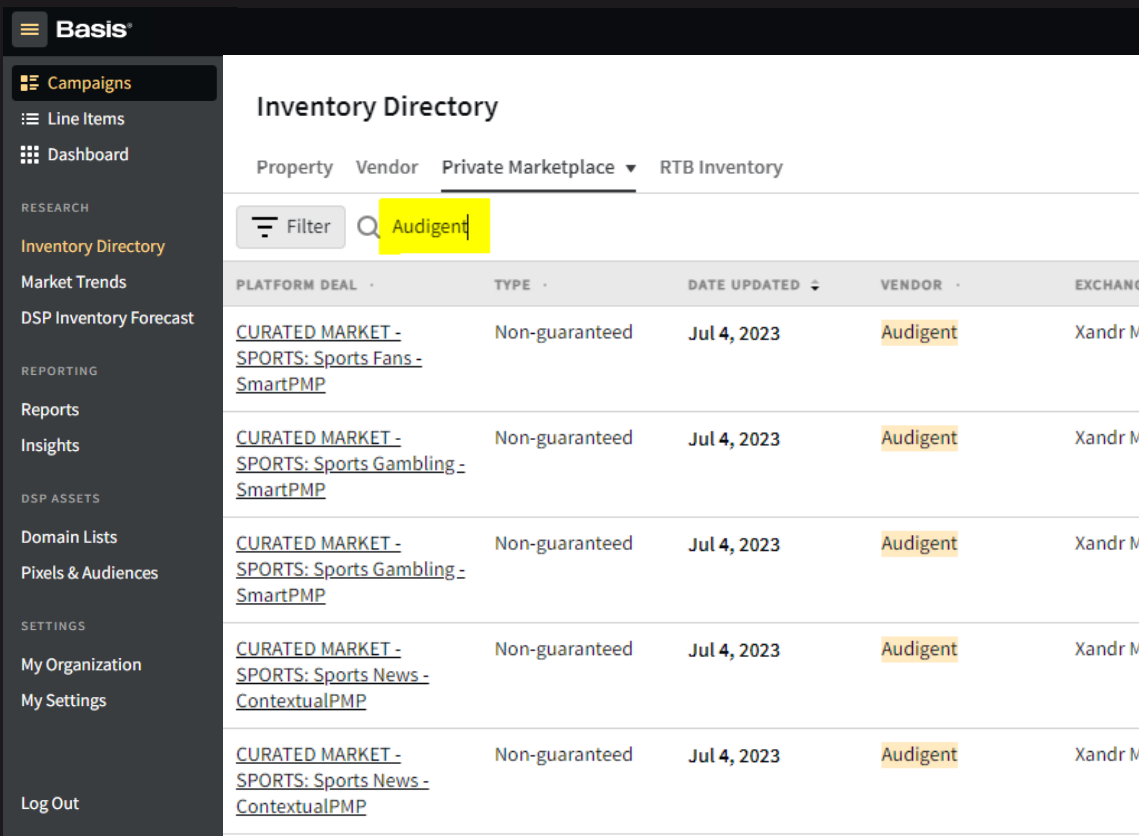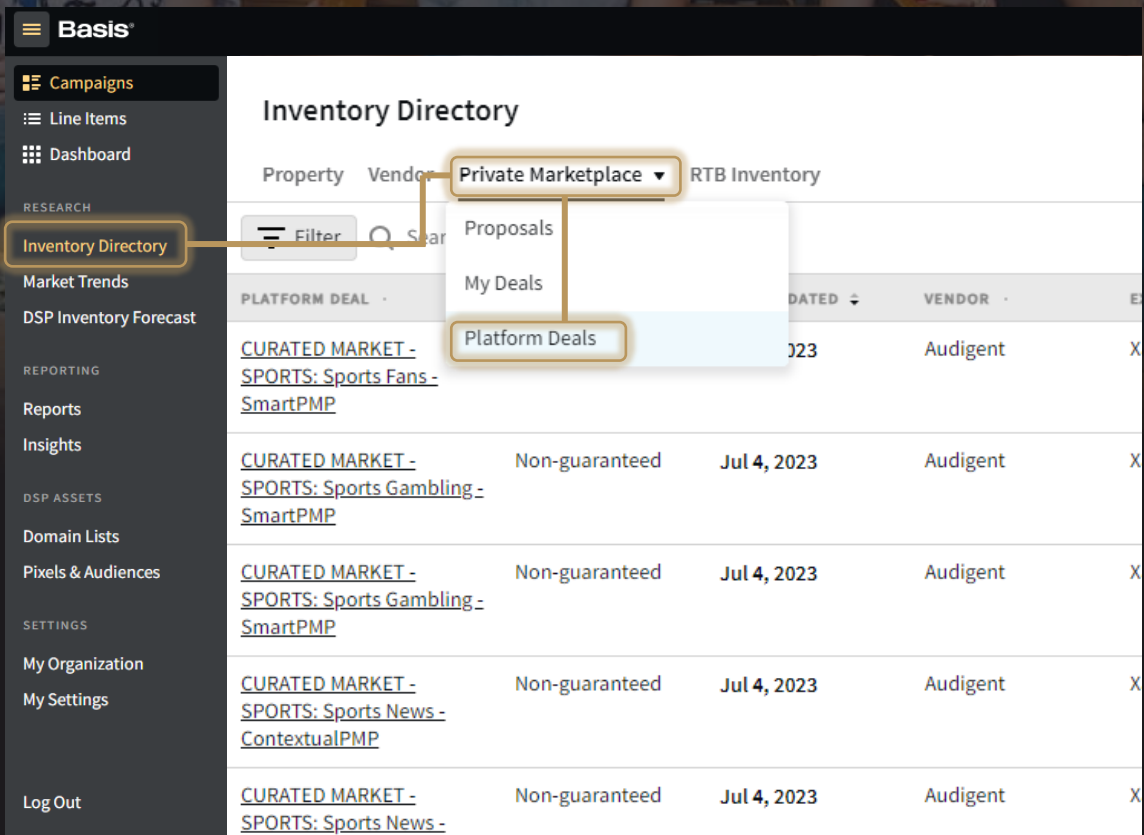
Futureproof Solution
Curated markets are powered by futureproof targeting technologies including, but not limited to, first-party data, contextual data, and cognitive data.

Activation Guide

Basis users have access to over 500 curated PMP deals that are available for immediate activation, with over 2,500 deals being created by Q4.

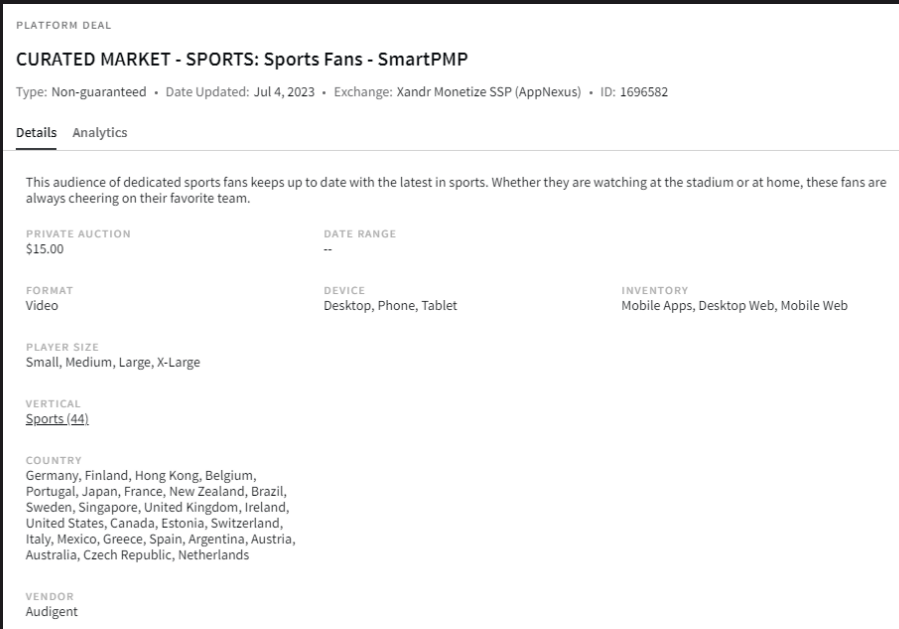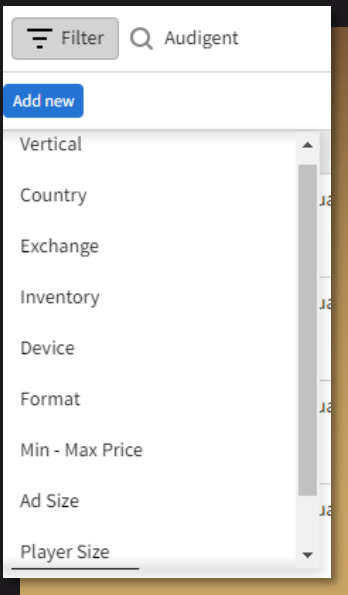In order to access these deals within the Basis platform, follow the guide below:

1. When users are in the Basis app, they can open the "Inventory Directory" from the left-hand menu.

2. Then select
   • Private Marketplace
   • Platform Deals

3. Audigent deals are currently populating first in the Basis platform by default, but they can also be pulled up by using the search tool.

4. A specific Deal ID can also be searched if you have it available.

5. Add additional filters if you want to look for a specific category, format, exchange, etc.

6. Clicking into a deal provides users with details and parameters specific to that deal including, but not limited to, channel, device type, inventory type, geo, an audience description, and more.

Additional Notes

• Currently, Basis bidding mechanics are such that there is a default bid price for the tactic which applies to all deals, so attempting to target deals with very different bid prices is better done in 2 different tactics (e.g. to prevent significantly overbidding on the less expensive deal).

• It is advised to avoid "over-targeting" or placing additional targeting parameters on top of a Deal ID like contextual targeting, audience targeting, additional brand safety targeting, etc. to avoid limiting scalability. Many, if not all, of these parameters are ALREADY layered onto the deal from the supply-side.

• If more tailered solutions are required for you or your client, please reach out to the Audigent team at **basis-support@audigent.com**