

# Powered by **Gudigent**

### **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.

PMP Deals Available for Immediate Activation in Platform

|                        | Inventory Direc                           | tory                  |                |          |                  |
|------------------------|---|-----------------------|----------------|----------|------------------|
| Campaigns Line Items   |   | -                     |                |          |                  |
| III Dashboard          | Property Vendor F                         | Private Marketplace 🔻 | RTB Inventory  |          |                  |
| RESEARCH               | \Xi Filter 🔾 Audige                       | nt                    |                |          |                  |
| Inventory Directory    | PLATFORM DEAL                             | TYPE ·                | DATE UPDATED 💠 | VENDOR · | EXCHANGE ·       |
| Market Trends          | CURATED MARKET -                          | Non-guaranteed        | 1.1.4.2022     | Audigent | Xandr Monetize S |
| DSP Inventory Forecast | SPORTS: Sports Fans -                     | Non-guaranteeu        | Jul 4, 2023    | Audigent | Xandr Moneuze a  |
|                        | SmartPMP                                  |                       |                |          |                  |
| Reports                | CURATED MARKET -                          | Non-guaranteed        | Jul 4, 2023    | Audigent | Xandr Monetize S |
| Insights               | SPORTS: Sports Gambling<br>SmartPMP       | 3-                    |                |          |                  |
|                        | CURATED MARKET -                          | Non-guaranteed        | Jul 4, 2023    | Audigent | Xandr Monetize S |
| Domain Lists           | SPORTS: Sports Gambling                   | 3-                    | ·              | 0        |                  |
| Pixels & Audiences     | <u>SmartPMP</u>                           |                       |                |          |                  |
|                        | CURATED MARKET -                          | Non-guaranteed        | Jul 4, 2023    | Audigent | Xandr Monetize S |
| My Organization        | SPORTS: Sports News -                     |                       |                |          |                  |
| My Settings            | ContextualPMP                             |                       |                |          |                  |
|                        | CURATED MARKET -<br>SPORTS: Sports News - | Non-guaranteed        | Jul 4, 2023    | Audigent | Xandr Monetize S |
| LogOut                 | ContextualPMP                             |                       |                |          |                  |

## **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..)



### Solutions Available Across Key Verticals & KPIs



Healthcare



Automotive



**Financial Services** 



Luxurv



CPG / Retail



Lifestyle



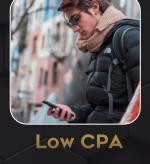
High CTR

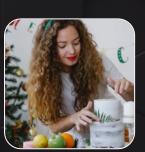


Value CTV



**High Viewability** 





Home & Garden



Family / Parenting







### Entertainment



**Beauty & Wellness** 

HD-

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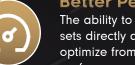
#### **Rich with Data**

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**

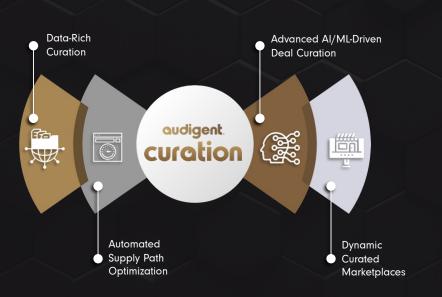
PMP pricing is determined by bid floors and curation fees only. Removing detrimental bid shading practices, as well as unfavorable first and second auction bid dynamics.

### **Futureproof Solution**

Curated markets are powered by futureproof targeting technologies including, but not limited to, first-party data, contextual data, and cognitive data.

## 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



Basis + audigent



# **Basis**<sup>®</sup> Curated Marketplaces

Powered by **Gudigent** 

### **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:

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- 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**

| Dasis                              |  |                       |               |          |   |
|------------------------------------|--|-----------------------|---------------|----------|---|
| Campaigns                          |  |                       |               |          |   |
| Line Items                         | Inventory Dire   | ctory                 |               |          |   |
| Dashboard                          | Property Vendor  | Private Marketplace 🔻 | RTB Inventory |          |   |
| earch                              | <b>—</b> Filter O Star   | Proposals             |               |          |   |
| ket Trends<br>P Inventory Forecast | PLATFORM DEAL ·  | My Deals              | DATED 🖨       | VENDOR · | E |
| orting                             | CURATED MARKET -<br>SPORTS: Sports Fans -<br>SmartPMP                      | Platform Deals        | )23           | Audigent | х |
| ghts<br>ASSETS<br>nain Lists       | <u>CURATED MARKET -</u><br><u>SPORTS: Sports Gambli</u><br><u>SmartPMP</u> | Non-guaranteed        | Jul 4, 2023   | Audigent | x |
| els & Audiences                    | <u>CURATED MARKET -</u><br><u>SPORTS: Sports Gambli</u><br><u>SmartPMP</u> | Non-guaranteed<br>ng_ | Jul 4, 2023   | Audigent | х |
| Organization<br>Settings           | CURATED MARKET -<br>SPORTS: Sports News -<br>ContextualPMP                 | Non-guaranteed        | Jul 4, 2023   | Audigent | х |
| Out                                | CURATED MARKET -<br>SPORTS: Sports News -                                  | Non-guaranteed        | Jul 4, 2023   | Audigent | х |

#### Basis<sup>®</sup>

| E Campaigns<br>E Line Items | Inventory Director                                  | rv                |                |          |         |
|-----------------------------|---|-------------------|----------------|----------|---------|
| := Line items               | ,   |                   |                |          |         |
| Dashboard                   | Property Vendor Priv                                | ate Marketplace 🔻 | RTB Inventory  |          |         |
|                             | Filter Q Audigent                                   |                   |                |          |         |
| Inventory Directory         | - · · · · · · · · · · · · · · · · · · ·             |                   |                |          |         |
| Market Trends               | PLATFORM DEAL ·                                     | TYPE ·            | DATE UPDATED 🗘 | VENDOR · | EXCHANG |
| DSP Inventory Forecast      | CURATED MARKET -                                    | Non-guaranteed    | Jul 4, 2023    | Audigent | Xandr M |
| REPORTING                   | <u>SPORTS: Sports Fans -</u><br>SmartPMP            |                   |                |          |         |
| Reports                     |   |                   |                |          |         |
| Insights                    | CURATED MARKET -<br>SPORTS: Sports Gambling -       | Non-guaranteed    | Jul 4, 2023    | Audigent | Xandr M |
| DSP ASSETS                  | SmartPMP  |                   |                |          |         |
| Domain Lists                |   |                   |                |          |         |
| Domain Lists                | CURATED MARKET -                                    | Non-guaranteed    | Jul 4, 2023    | Audigent | Xandr M |
| Pixels & Audiences          | <u>SPORTS: Sports Gambling -</u><br><u>SmartPMP</u> |                   |                |          |         |
|                             |   |                   |                |          |         |
| My Organization             | CURATED MARKET -<br>SPORTS: Sports News -           | Non-guaranteed    | Jul 4, 2023    | Audigent | Xandr M |
| My Settings                 | ContextualPMP                                       |                   |                |          |         |
| my settings                 | CONTEXTUAIEMP                                       |                   |                |          |         |

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.

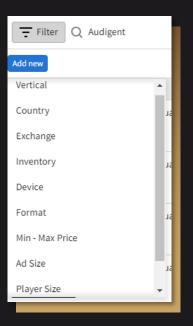
| Lo | σ | O | u | t |
|----|---|---|---|---|

CURATED MARKET -SPORTS: Sports News -<u>ContextualPMP</u>

Non-guaranteed Jul 4, 2023



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



PLATFORM DEAL CURATED MARKET - SPORTS: Sports Fans - SmartPMP Type: Non-guaranteed • Date Updated: Jul 4, 2023 • Exchange: Xandr Monetize SSP (AppNexus) • ID: 1696582 Details Analytics This audience of dedicated sports fans keeps up to date with the latest in sports. Whether they are watching at the stadium or at he always cheering on their favorite team. DATE RANGE \$15.00 Desktop, Phone, Tablet Mobile Apps, Desktop Web, Mobile Web Video PLAYER SIZE Small, Medium, Large, X-Large Sports (44) Germany, Finland, Hong Kong, Belgium, Portugal, Japan, France, New Zealand, Brazil, Sweden, Singapore, United Kingdom, Ireland, United States, Canada, Estonia, Switzerland, Italy, Mexico, Greece, Spain, Argentina, Austria Australia, Czech Republic, Netherlands Audigent

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.

Basis + audigent

### **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 ٠ 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