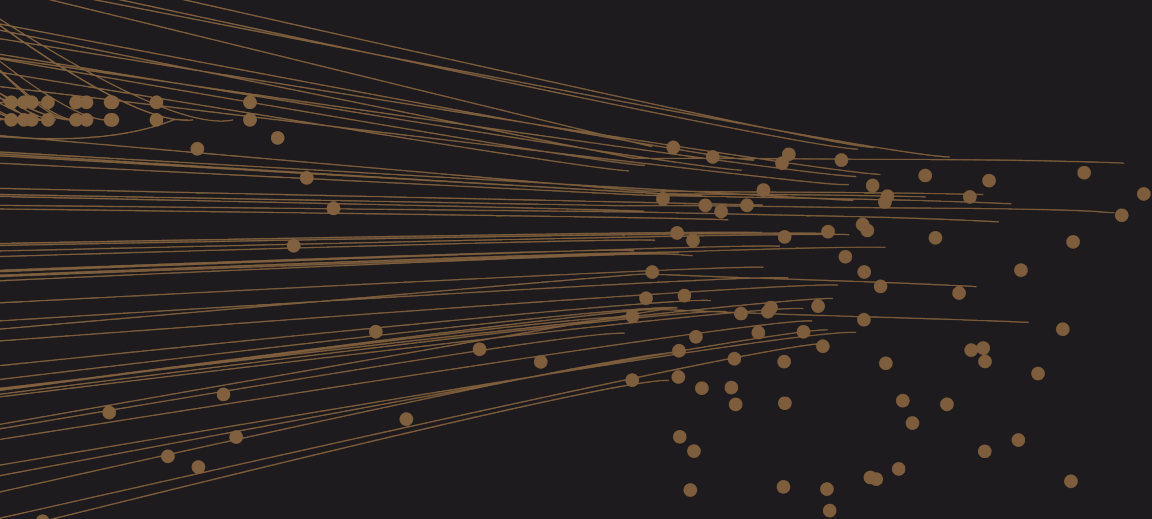


**audigent®**

**Reaching Premium Millennial Mother Audiences**



## Harnessing the Purchasing Power of Millennial Mothers

With Mothers controlling 85% of household spending and representing \$2.4 Trillion in spending power in the U.S., brands are fighting for the attention of Moms in homes across the country.

Through our exclusive publisher partnerships, Audigent is able to reach these extremely valuable Millennial Mom audiences across the web while driving premium performance in your digital campaigns.

30%

of millennial moms click digital ads weekly\*

>20%

of millennial moms make weekly purchases based off of digital ads\*



## Exclusive, 1st Party Data Sets From Scary Mommy

A tough cookie to crack for advertisers, the ability to reach Millennial Mothers with relevant messaging has become easier than ever with Audigent data.

As the exclusive DMP for Scary Mommy, one of the top publishers amongst Millennial Moms, and other mom-focused content publishers - Audigent puts this extremely sought-after demographic right at your fingertips!



ACTIONABLE  
SCARY MOMMY ID'S  
**94.2 MM+**



NEW ACTIONABLE ID'S PER DAY  
**~360,000+**



NEWS &  
ENTERTAINMENT



BEAUTY



HEALTH &  
WELLNESS



TRAVEL

Over 123 mom-focused  
data segments available!

# Available on Your DSP for Immediate Action

Activate these segments directly or reach out for custom segments that are tailored for your campaign and we will push them to the DSP seat of your choice.

## ACTIONABLE DSP SEGMENT NAMES

Audigent > Demographic > Cool Moms  
Audigent > Demographic > Country Moms  
Audigent > Demographic > Hip Mothers  
Audigent > Demographic > Cool Parents

Warner Music Group > Music Playlists > Mother's Day Playlist  
Warner Music Group > Parenting and Children > Children  
Audigent > Interest and Affinity > Parenting  
Audigent > Music Playlists > Brainstorming Baby Names

Scary Mommy > Behavior > Active Video Viewers  
Scary Mommy > Behavior > Active Link Clickers  
Scary Mommy > Behavior > Ad Clickers/Acquired Audience  
Scary Mommy > Social Media and Streaming > Instagram Users  
Scary Mommy > Social Media and Streaming > Twitter Users  
Scary Mommy > Social Media and Streaming > YouTube Users  
Scary Mommy > Social Media and Streaming > Facebook Users  
Programmatic Audio > Demographic > Cool Moms  
Programmatic Audio > Demographic > Country Moms  
Opt-In > Demographic > Cool Moms  
Opt-In > Demographic > Country Moms

 theTradeDesk

 Display &  
Video 360

  
Adobe Advertising Cloud

 LiveRamp  
an axxiom company

 bluekai



**OVER 123 MOM-FOCUSED  
DATA SEGMENTS AVAILABLE!**



