



CASE STUDY
SmartPMPs™ *versus*
Traditional DMP Data & Open Exchange Inventory



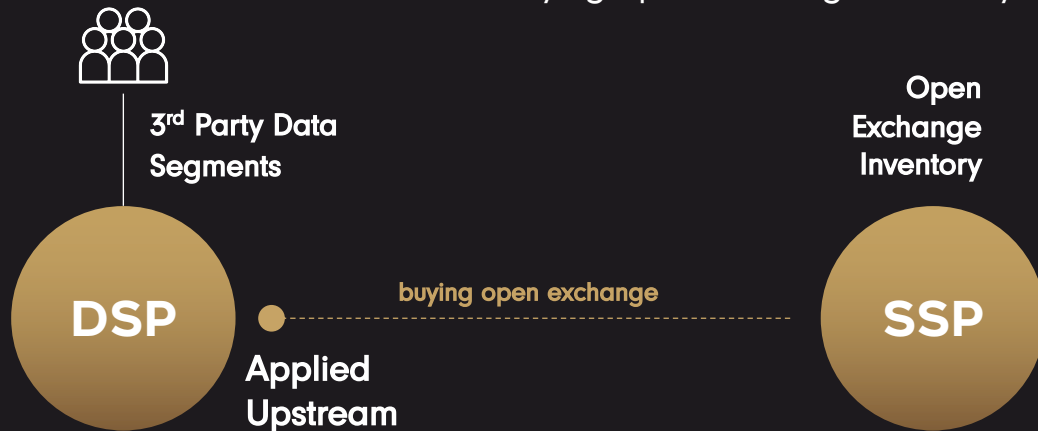
The deprecation of 3rd party cookies will seriously challenge the usability of DMP segments within DSPs – significantly lowering addressability and targetability of open exchange inventory by up to 70%.

Audigent's SmartPMPs™ Are Pioneering A New Data Paradigm Driving Performance & Value Downstream

Audigent's cookieless SmartPMPs™ and ContextualPMPs™ provide advertisers with a futureproof supply of targeted, curated inventory in a world without 3rd party cookies.

Old Way

Apply 3rd party cookie data upstream at the DSP level and buying open exchange inventory.



DMP Segments will lose 60-70% of their ability to target open exchange inventory post-deprecation of 3rd party cookies.

New Way

Apply cookieless data downstream directly to SSP inventory and buy PMP deal IDs.



Futureproof your targeted inventory supply!





SmartPMPs™ Outperform Open Exchange Inventory with Data Applied at DSPs

Audigent has run dozens of tests and configurations buying Audigent data applied downstream to SmartPMPs™ head-to-head with our own data applied to open exchange inventory upstream at the DSP level (using multiple DSPs and exchanges).

Data applied downstream to curate SmartPMP™ deal IDs significantly outperformed data applied to open exchange inventory at the DSP level.

SmartPMPs™ outperformed and were more efficient than applying data to open exchange inventory.

Cost

Costs on CPM basis are comparable

- On some exchanges, average SmartPMP™ costs were the same or lower (up to 20% lower) on a CPM basis as compared to open exchange inventory. On other exchanges, costs were comparable or slightly higher on an absolute basis.*

Performance & Efficiency

In all cases, SmartPMPs™ with data applied downstream outperformed and were more cost-effective overall than open exchange inventory:

Cost Per Click: 12% - 67% lower CPC

Click Through Rate: 1.6x – 2.5x higher CTR

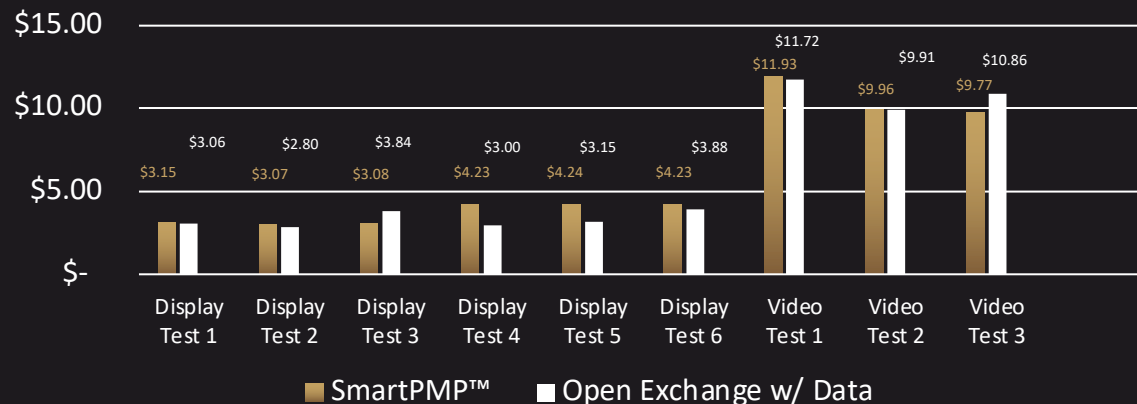
Video / VCR: 12.5% - 42% higher completion rates

* Even on exchanges where CPM prices were higher for SmartPMPs™, SmartPMPs™ still consistently drove better overall cost efficiencies for clients with superior performance.

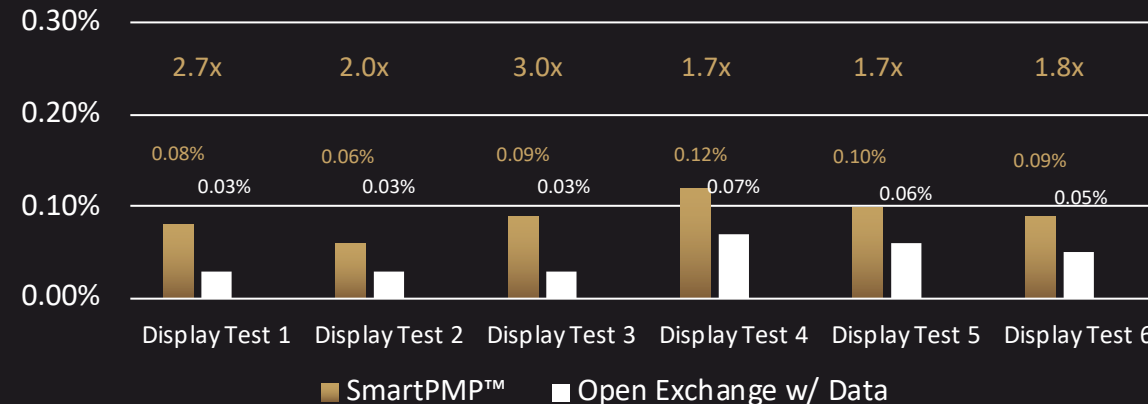
SmartPMPs™ Drive Efficiency and Performance

Audigent's SmartPMP™ tests resulted in both better performance and increased efficiencies for campaigns run against traditional audience data segments applied upstream from the DSP.

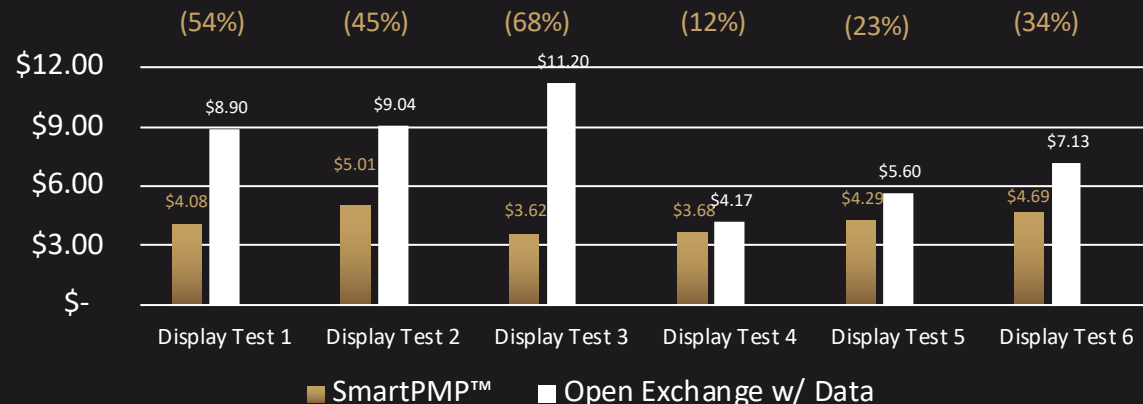
COMPARABLE PRICE



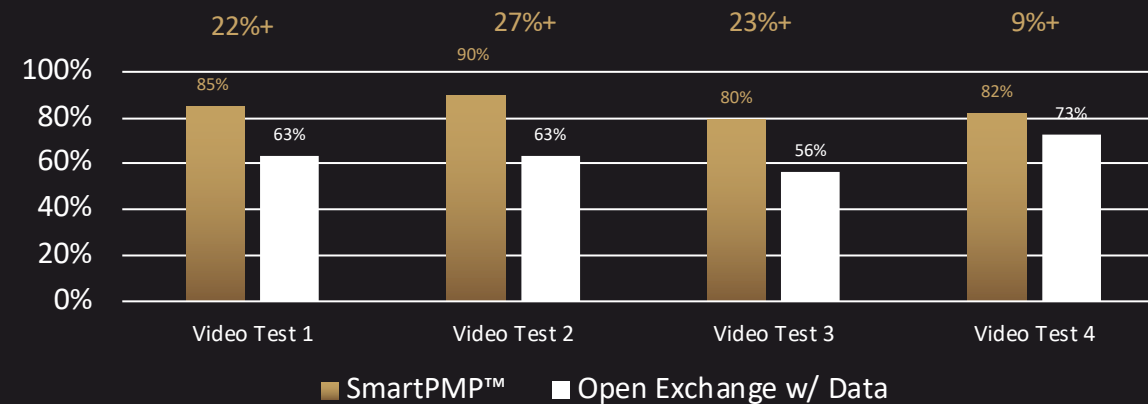
CONSISTENTLY BETTER CTR



CONSISTENTLY LOWER CPC



CONSISTENTLY HIGHER VCR



SmartPMPs™ Consistently Drive Lower CPA on Performance-Based Campaigns

In a live test with a major DSP across 20 SmartPMPs™/ContextualPMPs™ for over six weeks – at scale – with over \$750,000+ of spend and **zero additional performance data**, Audigent's PMP deals seriously outperformed the market:

- 8 of 20 deals beat the DSP's market average on CPA by 20% - 94% - driving significant value and efficiency for brands and media agency partners
- 66% of all spend on 13 of 20 deals beat the DSP's market average CPA performance benchmarks
- Costs averaged 10% lower than the overall marketplace
- With performance data feeds, all deals expected to outperform and drive even more additional value

Deal	CPA Index	Performance vs. Market Average	CPM Index
Audigent - Food & Drink	1.9x	94%	0.8x
Audigent - Arts & Entertainment	1.7x	67%	1.0x
Audigent - Online Shopping	1.6x	63%	0.7x
Audigent - Parenting	1.5x	53%	0.9x
Audigent - Fashion_Male	1.3x	32%	0.9x
Audigent - Medicine	1.2x	22%	1.0x
Audigent - Current Events & News	1.2x	22%	0.7x
Audigent - Careers	1.2x	21%	1.0x
Audigent - Auto	1.1x	7%	0.8x
Audigent - Technology & Computing	1.0x	5%	1.1x
Audigent - Science	1.0x	1%	1.3x
Audigent - News / Weather / Info	1.0x	0%	0.8x
Audigent - Beauty_Female	1.0x	0%	0.9x
Audigent - Sports	0.9x	-5%	0.8x
Audigent - Beauty_Male	0.9x	-9%	1.0x
Audigent - Home & Garden	0.9x	-12%	0.8x
Audigent - Video & Computer Games	0.8x	-18%	1.1x
Audigent - Fashion_Female	0.8x	-18%	1.0x
Audigent - Business & Finance	0.7x	-30%	1.0x
Audigent - Law & Politics	0.7x	-35%	0.7x

Independent Analysis From Data Science Team Shows SmartPMPs™ Drive Value For Buyers & Publishers

An independent study by the data science team of a major SSP analyzed over 650 of Audigent's SmartPMPs™/ ContextualPMPs™ across over 200 publisher sites on \$675,000+ of media spend proving Audigent deals deliver performance against buyer's KPIs!

Study Thesis: Show in a live environment how DSP's buying patterns and spend were directly correlated to Audigent deal performance and value

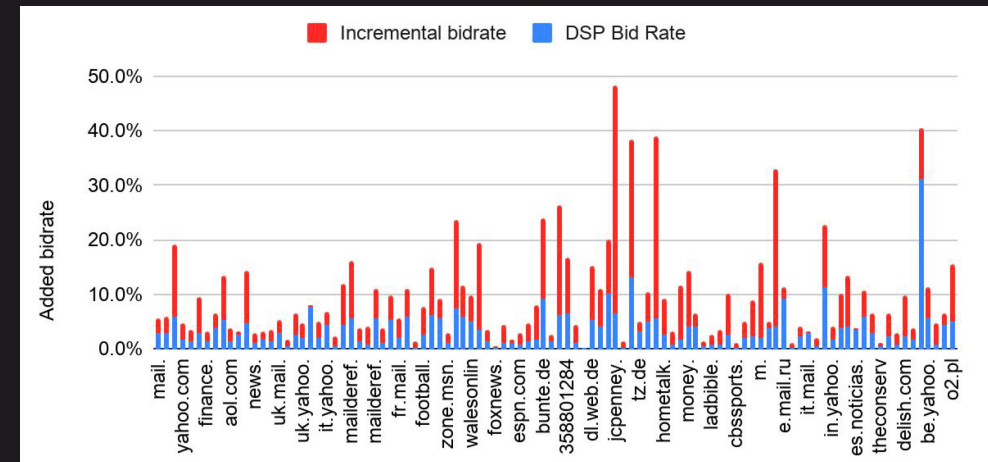
Conclusions:

- Audigent deals are **successfully optimized** to drive **meaningful value** for DSP buyers
- DSP bid win rates on desired inventory are significantly higher (2.6x+) on Audigent deals compared to open exchange
 - DSPs **heavily favor Audigent deals** bidding 5.0%+ on avails versus 1.9% average across open exchange
- Breaking down publisher inventory shows Audigent PMPs yielded 10% - 50% more bids on their inventory compared to open exchange
 - Overall, Audigent deals drove meaningful incremental spend for publishers between 5% and 40% of incremental revenue
- Across the top 200 inventory sources, there **was no meaningful price difference** between Audigent PMPs and open exchange inventory

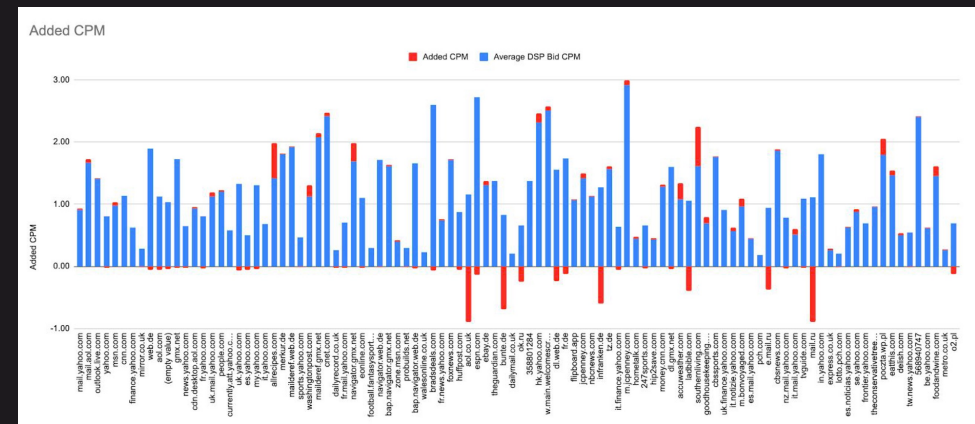
“Audigent’s PMPs contain enough valuable inventory and targeted users to meaningfully drive value for their DSP partners and buyers.”

“Audigent’s PMPs also drive increased spend for SSPs and publisher partners as well.”

“Audigent Deals Heavily Favored”



"No Added Cost"



More Than Performance:

SmartPMPs™ Drive Efficiency

SmartPMPs™ tap into the same audience data that traders and buyers typically use in the form of DMP segments, but in a more efficient pricing structure.

Instead of a flat data CPM that is added on top of media costs, SmartPMPs™ operate on a margin-based fee structure that results in **increased efficiencies and savings for buyers.**

Theoretical Impressions: 500,000,000

Estimated Segment Data Cost: \$750,000
(Avg. \$1.50 CPM)

Actual SmartPMP™ Data Cost: \$482,566

You Save

36%

(\$267,432)



Case Study: DMP Data vs. PMP Data Cost

**PMP Data
Saved**
43% Total Savings
\$434,759

In a head-to-head comparison, actual data costs applied to PMPs beat the comparative cost of buying the same DMP segments.

Interest Segmentation (Avg. CPM \$1.50)

Audience Segment Data Cost
\$297,013.93

SmartPMP™ Data Cost
\$107,170.98

64% Total Savings
\$189,842.95

Lifestyle Segmentation (Avg. CPM \$1.75)

Audience Segment Data Cost
\$559,828.01

SmartPMP™ Data Cost
\$436,346.06

32% Total Savings
\$123,481.96

In-Market Segmentation (Avg. CPM \$2.00)

Audience Segment Data Cost
\$150,301.71

SmartPMP™ Data Cost
\$28,867.28

81% Total Savings
\$121,434.43

Additional Advantages of SmartPMPs™

OPTIMIZABLE

DMP segments are static. SmartPMPs™ and ContextualPMPs™ are optimized daily.

Automated, algorithmic supply path optimization with AI/ML that can optimize the audience and inventory composition of deal IDs based on performance feedback.

CUSTOMIZABLE

Versus off the shelf – audience data and contextual data can be applied to inventory sources to create custom tailored PMPs around goals, targets and keywords.

COOKIELESS

SmartPMPs™ and ContextualPMPs™ are cookieless and futureproofed.

Post deprecation of 3rd party cookies, it will be business as usual for PMPs allowing fully addressability against open exchange inventory - helping brands and media agencies to find targeted audiences.

The more performance data we have, the better performance we can drive for brands and media agencies.



smartPMP™

contextualPMP™



