

audigent.[®]

Exclusive Managed Service Audiences

Through our partnerships that grant us special privileges regarding the use of YouTube data, Audigent presents a strong **Managed Service offering that is not available anywhere else.**



Audigent has the rare ability to target YouTube audiences across the open web – adding reach and authentic validity to media campaigns.



Exclusive, guaranteed pre-auction YouTube inventory from our partners.

Audigent YouTube Performance

When it comes to running YouTube campaigns, Audigent outperforms every industry standard across the board.

We know music and we know the YouTube platform better than anyone, allowing us to achieve stellar results on every campaign.



Cost Per View

*Industry Average: \$0.035
Audigent's Average: \$0.012

66% Savings



View CTR

*Industry Average: 0.43%
Audigent's Average: 0.96%

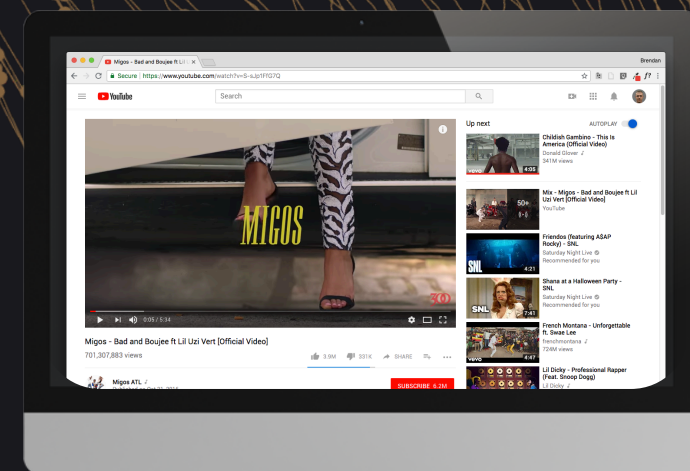
2.23x Industry Standard



View Through Rate

*Industry Average: 30.2%
Audigent's Average: 45.4%

1.5x Industry Standard



You Tube

Driving User Engagement

Most importantly, we are driving real user engagement. From generating user actions to gaining subscribers, Audigent's campaign performance is unparalleled when it comes to connecting artists and brands to end users.



Cost Per Subscriber

Audigent's Average: \$4.12



User Actions

We have found that every dollar spent during an Audigent campaign results in an average of **92.43 user actions**.



Watch Time

On average, every dollar spent with Audigent drives **2 hours and 23 minutes of Watch Time!**

Campaign Snapshot

- \$3,000 budget
- 958,791 impressions
- 276,682 views
- 4,882 clicks
- 80,756 completions
- 1,017 subscribers



On a 2:30 minute video!



