

audigent®

Redefining Superior Sports Data



Sports Streamers
NFL, NBA, MMA, Boxing, Racing

UPROXX

+216 Million TV, Film,
& Sports Fans

Redefining Superior Sports Audience Data

Audigent is a next-gen data platform built around the sports, entertainment and lifestyle verticals that sells high ROI audience and influencer data from proprietary content publisher partnerships.

Audigent technology powers access to some of the most valuable digital audiences from across the web – all through the Audigent platform.



SPORTINGNEWS

NFL, NBA, NHL, MLB,
MLS, MMA, Golf,
and more



Plugged Into The Industry's Leading Media Buying Platforms & Most Premium Inventory

 theTradeDesk

 Display &
Video 360

 AppNexus

 LiveRamp
an axxiom company

Oath:
A Verizon company





 PubMatic

ORACLE





Adobe Advertising Cloud

You**Tube**

 ironSource

xandr

 BEACHFRONT

 IMPROVE DIGITAL

smar⁺

SPOTX

Magnite



Connecting Fans to Brands

From liquor to retail to travel, advertisers crave the attention of the most highly-engaged sports fans.

Audigent's exclusive publisher partnerships deliver premium audience data around 240 athletes and teams in every major sport, making it easy for brands to reach fans around their key passion points.

\$100 Billion

Spent by Americans around
sports entertainment
marketwatch

\$66 Billion

Spent by brands to reach
sports fans in 2019
CNBC

10x

Marketers spent 10x more
on sports activations than
music in 2019
marketingdrive

Audigent Knows Sports

Whether it's individual players or teams in the NFL, NBA, MLB, or even the UFC, Audigent is banking the audiences of these highly engaged fans.

- Over 240 Individual Athletes
- 24 NFL Teams
- 20 NBA Teams
- 14 MLB teams
- NHL
- NASCAR



Tom Brady



James Harden



NY Islanders



Boston Red Sox



NASCAR



WWE

Reaching Professional Football Fans

With 1st party data around 24 professional NFL teams and the most talented players in the league, Audigent powers access to some of the most passionate NFL fans from across the web.

TEAMS: *Dallas Cowboys, Miami Dolphins, Green Bay Packers, Philadelphia Eagles, Cleveland Browns, Seattle Seahawks, Jacksonville Jaguars, Kansas City Chiefs, Minnesota Vikings, New York Giants, Washington Redskins, Tampa Bay Buccaneers, Pittsburgh Steelers, New Orleans Saints, Houston Texans, New York Jets, Atlanta Falcons, Los Angeles Rams, Florida Gators, Buffalo Bills, Indianapolis Colts, Oakland Raiders, LA Chargers, Detroit Lions, Baltimore Ravens*

Players: *Tom Brady, Aaron Rodgers, Rob Gronkowski, Odell Beckham, Ezekiel Elliot, Marshawn Lynch, Eli Manning, Cam Newton, Tony Romo, Ryan Shazier, Josh Gordon, Robby Anderson, and more..*



NFL Fans
82,776,267
Banked Audience



Reaching Professional Soccer Lovers

Whether it's the MLS or Premier League, the members of this audience love to watch their favorite teams take the pitch for the full 90 minutes.

INCLUDES: *Sporting News - SOCCER, Sporting News - SOCCER - News Readers*, UPROXX - CRISTIANO RONALDO, Lionel Messi, UPROXX - Real madrid, UPROXX - English premier league, UPROXX - Spanish premier league/la liga



Soccer Fans

33,601,134

Banked Audience



Reaching Professional Basketball Fans

With 1st party data around 20 NBA teams and individual players, Audigent puts devoted NBA fans right at the fingertips of advertisers.

TEAMS: *Los Angeles Lakers, Golden State Warriors, Houston Rockets, Boston Celtics, Toronto Raptors, San Antonio Spurs, Brooklyn Nets, Miami Heat, New York Knicks, Chicago Bulls, Philadelphia 76ers, Oklahoma City Thunder, Cleveland Cavaliers, Utah Jazz, Detroit Pistons, and more..*

Players: *LeBron James, Russell Westbrook, James Harden, Kevin Durant, Stephen Curry, Anthony Davis, Kyrie Irving, Blake Griffin, DeMarcus Cousins, and more..*



NBA Fans
39,990,940
Banked Audience

Reaching Professional Baseball Fans

Audigent has isolated our most dedicated professional baseball fans from across the web, made up of exclusive 1st party data from premium publishers like Sporting News and UPROXX.

TEAMS: *LA Dodgers, Chicago Cubs, New York Yankees, Miami Marlins, Toronto Blue Jays, Philadelphia Phillies, Cleveland Indians, Minnesota Twins, Boston Red Sox, Boston Red Sox, St. Louis Cardinals, Colorado Rockies, Tampa Bay Rays, Texas Rangers*



MLB Fans
36,463,597
Banked Audience



Reaching NASCAR & Racing Fans

This audience of motorheads and auto enthusiasts can not get enough of the roar of the engine as they watch their favorite racer zoom around the track!

INCLUDES: UPROXX - racing, UPROXX - Nascar, UPROXX - Dale Earnhardt Jr, porting News - NASCAR, Sporting News - NASCAR - Photo Viewers, Sporting News - NASCAR - Stats Junkies, Sporting News - NASCAR - News Readers



Racing Fans
11,234,430
Banked Audience

Combat Sports Lovers

Do not miss out on activating this international audience of MMA and combat sports lovers who are passionate supporters of fights liker Conor McGregor.

INCLUDES: Sporting News - MMA, *Sporting News - BOXING*, *Sporting News - BOXING - News Readers*, UPROXX - Sports - WWE, UPROXX - Conor McGregor, UPROXX - UFC, UPROXX - WWE, BroBible - WWE, BroBible - Conor McGregor, UPROXX - WWE Raw, UPROXX - WWE NXT, UPROXX - PRO WRESTLING, UPROXX - WWE Raw Results, UPROXX - WWE Divas, UPROXX - WWE Royal Rumble, UPROXX - UFC 218



MMA / Fight Fans

28,008,647

Banked Audience

Reaching Professional Hockey Fans

Do not miss out on activating these highly engaged NHL fans who love to consume hockey content from top sports publishers like sportingnews.com, UPROXX, and team fan sites.

TEAMS: *New York Islanders, New York Rangers, Vegas Golden Knights,, Dallas Stars, Philadelphia Flyers, St. Louis Blues, Detroit Red Wings, Washington Capitals, Colorado Avalanche, New Jersey Devils, Los Angeles Kings, Toronto Maple Leafs, and more..*



NHL Fans
60,251,596
Banked Audience

Highly Engaged E-Sports Fans

Audigent has created this unique audience of people who are actively consuming content around their favorite competitive games and consoles across premium publisher partners like WIRED and ARS Technica.

WIRED

ars technica

 **SPORTINGNEWS**

UPROXX



E-Sports Fans
40,301,747
Banked Audience

KYRIE





Case Study

Audigent Campaign Results: Fantasy Sports League

In just 1.5 months, Audigent used a combination of both prospecting and retargeting tactics to drive league sign-ups and a new dedicated user base for this up and coming fantasy league.

By leveraging exclusive 1st party audience data, Audigent's expert trading team generated outstanding results across the board while outperforming benchmarks and campaign goals.

Budget	\$15,000
Impressions	5,833,427
Clicks	7,553
CTR	0.13%
CPM	\$2.57
CPC	\$1.99
Conversions	1,784
CPA	\$8.41
Revenue	\$88,088.33
ROAS	5.87x



Incredible Value

CPA of \$8.41

Beating projections by 58%



Massive Revenue Driver

5.87x Campaign ROAS

\$88,088 in revenue