

# audigent.

## Curated PMPs Drive Efficiency & Performance in OTT Marketplace

## **Butler Till's Challenge:**

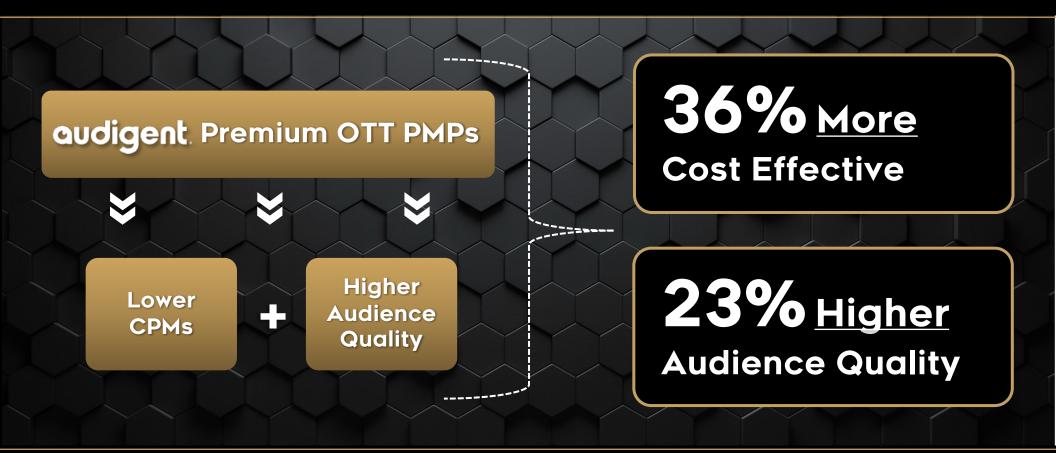
Prove the advantages of activating OTT curated programmatic deals, with the goal of efficient CPMs and high Audience Quality scores.

### **Audigent's Solution**

Audigent worked with Butler Till to develop high-quality, OTT-focused PMPs as part of the OTT Marketplace.

As a critical partner in Butler/Till's programmatic-first strategy, Audigent powered its OTT marketplace by elevating transparency, tapping into multiple SSPs to drive efficiency at scale, and emphasizing supply-side optimization to remove inventory with low video completion rates (VCR) that negatively impacted campaign KPIs and objectives.







#### Key Takeaways:

- Audigent OTT PMPs saw an increase in Audience Quality, platform KPIs, and cost-benefit compared to other partners running on the open exchange.
- Curated inventory and supply-side optimizations yield stronger performance.
- Utilizing multiple SSPs drives efficiency at scale.
- Butler Till's programmatic-first approach continues to be successful without sacrificing Audience Quality.