



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.



audigent. Premium OTT PMPs



Lower
CPMs



Higher
Audience
Quality

**36% More
Cost Effective**

**23% Higher
Audience Quality**

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.

