audigent

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SWAROVSKI

Audigent SmartPMPs Drive Performance & Efficiency for HAVAS & SWAROVSKI

Goal Benchmark
.09% CTR

Performance
.35% CTR

Swarovski's Problem: Standard PMPs and keyword search targeting has not been successful in reaching hyper-specific audiences.

Audigent's Solution: Utilize SmartPMPs built with exclusive first-party data to reach Swarovski's target personas around their core passions. Through marrying custom audiences with premium curated inventory, SmartPMPs exceeded Swarovski's campaign benchmarks.

smartPMP™

New Label Glamour
.72% CTR
Art & Design | Fashion | Social Justice

Tasteful Glamour
.71% CTR
Sustainability | Theatre | Food & Alcohol

Ceiling Smashers
.69% CTR
Parenting | Outdoors | Beauty & Fragrance

Modern Graces
.29% CTR
Health & Wellness | Travel | Athleisure

Audigent's SmartPMPs and audience-first approach was extremely successful for Swarovski, outperforming all other partners on our plan. Not only were we able to reach our specific target audiences at scale, we did so at an efficient cost as a result of Audigent's ability to decouple first-party audiences from their premium publisher partners.

Matt Stein
Supervisor, Programmatic Strategy, Havas