



Powering Connection in a Post-Cookie World

Building a successful offering for premium publishers takes significant tech, strategic know-how and an experienced team focused on driving demand. If you are not future-proofing your business now, you risk being left behind.

“Publishers that get ahead of the cookie curve and establish their cookieless footprint have tons of opportunity ahead of them,” notes Trusted Media Brand’s Vice President of Programmatic & Data Product, Scott Mulqueen. “Combining premium, highly-qualified supply with precision audience data immensely expands a publisher’s potential to grow revenue and be a great partner for their advertisers.”

Audigent is the only data monetization partner helping marketers to understand the real value that is derived from the activation of those audiences at scale, and is future-proofing these revenue streams for publishers by transacting those audiences in a cookieless manner.

Once cookies become nearly ineffective, it will be of the utmost importance for publishers to have a tight understanding of their inventory and audience in order to be a strong partner for their advertisers.

Scott Mulqueen
VP Programmatic & Data Product Ops
Trusted Media Brands

INDUSTRY SNAPSHOT

- 52%** decline in ad revenue once 3rd party cookies are deprecated
- 44%** of mobile browsers are targetable today
- 9%** of mobile and desktop browsers will be targetable in 2022
- 50%** Targetable inventory yields 50% more value on average



The fundamentals of advertising will never change, there will always be the same exchange: quality content, relevant advertising, consumer data, and publishers will always be the trading exchange in the middle.

Alex DeSanctis
VP of Audience Solutions
PubMatic

hadron ID™

Marketers and publishers urgently need an elegant, privacy-compliant means of unlocking addressability and interoperability across the industry’s leading platforms.

With a 5-point identity system, Hadron ID™ goes well beyond its competitors to ensure audience recognition at bid time, the critical component to monetization in a cookieless world.

Hadron ID™ unique 5-point identity system helps Audigent effectively identify audiences across distributed publisher and SSP networks to ensure their bidstream can be turbocharged with the proper DMP segments and PMPs for each impression.

1st Party Data

“Code on page” and direct integration into publisher CDP/CRM layers

Deterministic Identifiers

MAIDs, IP address and our exclusive Device Graph

Probabilistic Identifiers

Historical and real-time publisher, G360, and Census data

Content-Based Identifiers

Direct integration with the publisher’s CMS

Context-Based Identifiers

Direct integration, page-level meta data, URL’s and other event-level identifiers

