

audigent.

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PROPER № **TWELVE**
IRISH WHISKEY



**Audigent's Curated PMPs
Outperform All Partners For
HAVAS & PROPER № TWELVE**
IRISH WHISKEY

Campaign Goal
70% VCR

Campaign Results
82% VCR
\$0.02 CPCV

Proper Twelve's Problem:

Reaching a niche audience of Whiskey Drinkers and Conor McGregor Fans while maintaining sufficient scale.

Audigent's Solution:

Utilize SmartPMPs that leverage exclusive first-party data from publisher partners like Conde Nast, Men's Journal, Sporting News, and more. Audigent also worked with Havas to develop a custom contextual strategy that was designed to connect with their target audience as they were engaging with whiskey and Conor McGregor focused content.

smartPMP™



Whiskey Drinkers

Made up of first-party data from premium publisher partners like Conde Nast, Food52, Vinepair and more.



Conor McGregor Fans

Made up of first-party data from premium publisher partners like Sporting News, Men's Journal, and more.

contextualPMP™



Whiskey Drinkers

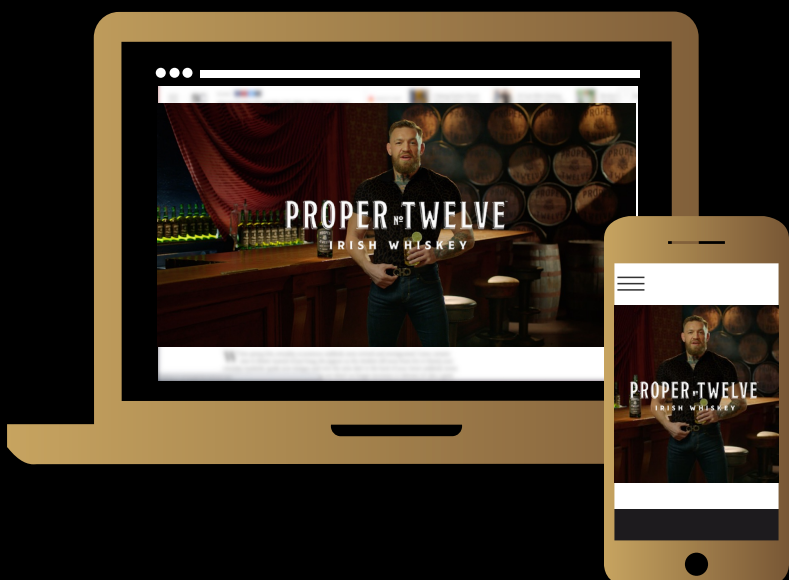
Designed to reach people as they engage with content about whiskey, whiskey-based cocktails, and more.



Conor McGregor Fans

Designed to reach people as they engage with content focused on Conor McGregor.

Top Performing Geos: Kentucky | West Virginia | Vermont | Alabama | Montana



My team and I were able to utilize Audigent's SmartPMPs and ContextualPMPs to reach our specific audience at scale and at an efficient cost during the most expensive time of the year. Along with having no scale issues, Audigent was our top performing partner, working in tandem with our trading team to make optimizations, given their direct integration with our SSP of choice. It is evident that Doug and his team value our success and do everything possible to help maximize performance given the frequent updates we were sent. I would highly recommend Audigent for any alcohol related activations.

Matt Stein
Supervisor, Programmatic Strategy @
Havas Media

