

Introducing the **hadron** Platform

Audigent is the leading data activation, curation, and identity platform.

Audigent works with premium publishers across all verticals to provide robust data management, identity, and monetization solutions to maximize the value for partners' unique audience assets.



Data Management Platform

Audigent works with premium publishers to collect, segment, and activate first-party data assets across key programmatic channels



Data Monetization

Audigent-driven first-party data monetization, actionable insights and sales lead generation



A Robust Identity Solution

Interoperable, using deterministic and probabilistic signals (turbocharging the bidstream to increase the value of every impression)



Campaign Reporting, Insights, & Line-Item Optimizations

Including Nielsen DAR campaign booster



Custom Audience Builder & Distribution Tool

Drive endemic/non-endemic SmartPMPs for on and off-site activation



Audigent Enterprise Sales Team Collaboration

Partner on demand opportunities across marketers and DSPs

hadronID™

With the demise of the third-party cookie, deterministic identity is about to make a major shift with the Publisher becoming the "source of truth" for audience and how brands target and reach them through their DSPs.

Hadron ID's unique 5-point identity system effectively identifies audiences across distributed publisher and SSP networks to turbocharge the bidstream with proper segments and PMPs for each impression.

Hadron ID™ determines audience identity by analyzing:

- **1st Party** Cookies via JS Code & direct integration into publisher CDP/CRM layers
- **Deterministic** identifiers like MAIDs, IP address and our exclusive Device Graph
- **Probabilistic** identifiers like historical & real-time publisher, G360 & Census data
- **Content**-based identifiers via direct integration with publisher's CMS
- **Context**-based identifiers via page-level meta data, URLs & other event-level data

