

SmartPMP™ Meets CTV

With Connected TV reaching **100 million households** in 2020 for the first time, Audigent's SmartPMP™ product is helping to revolutionize the CTV space by empowering advertisers with the ability to reach highly targeted audience segments on premium, curated CTV inventory.

From Auto to High Fashion, Audigent is driving success on CTV for brands across industries and verticals.



Audigent Simplifies CTV Activation With SmartPMPs™

1: Create Custom Audiences

Audigent works with you to identify high value audiences that are tailored for your campaign.

2: What Are They Watching?

Through direct integrations with CTV leaders like Xandr, SpotX, and Beachfront, Audigent uploads custom segments to identify the channels and content your target audiences are most actively consuming.

SmartPMPs™ Make Premium Publisher Audiences Actionable



CONDÉ NAST

a360media

ROCNATION

SPORTINGNEWS

Discogs

UPROXX



bandsintown

VentureBeat

843+ CTV / OTT Publisher Connections

xandr

SPOTX

BEACHFRONT

WARNER
MEDIA

AT&Ttv

DIRECTV

CNN

HGTV



FOX
NEWS

newsy

CNBC

apple tv

3: Package It Up

Custom audiences and curated CTV inventory are conveniently packaged together and delivered as a single, easy-to-use Deal ID.

4: Set it Live

The Deal ID is then dropped directly into a campaign as it's own line item, and away we go!

CTV SmartPMP™ Benefits

Connected TV is striking a chord with advertisers because, as opposed to traditional cable television, CTV provides marketers with:

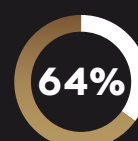
- Data-driven reach
- Precise audience targeting
- Robust measurement
- Frequency control
- Premium inventory

**The Trade Desk 2020*



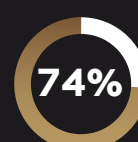
Efficient Targeting

100% of your ad spend reaches your target audience



*Reach Cordcutters

64% of U.S. consumers have already or are planning to cut cable subscriptions



*Reach Key Demos

74% of 18-34 U.S. consumers have already or are planning to cut cable subscriptions