audigent®

Audigent:

The Next-Gen DMP & Data Agency

Audigent is a next-generation data management platform and the world's first "data agency" containing some of the most exclusive content-consuming audiences across desktop, mobile and social platforms.

In an age wrought with ad-fraud and a lack of transparency, Audigent is transforming the way data powers the programmatic landscape while putting control directly into the hands of publishers and advertisers.

EXCLUSIVE PREMIUM 1ST & 2ND PARTY DATA

UNIQUE, CUSTOM AUDIENCE SEGMENTS

FULL STACK, INDUSTRY LEADING TRADE DESK

1-TO-1 AUDIENCE-BASED TARGETING

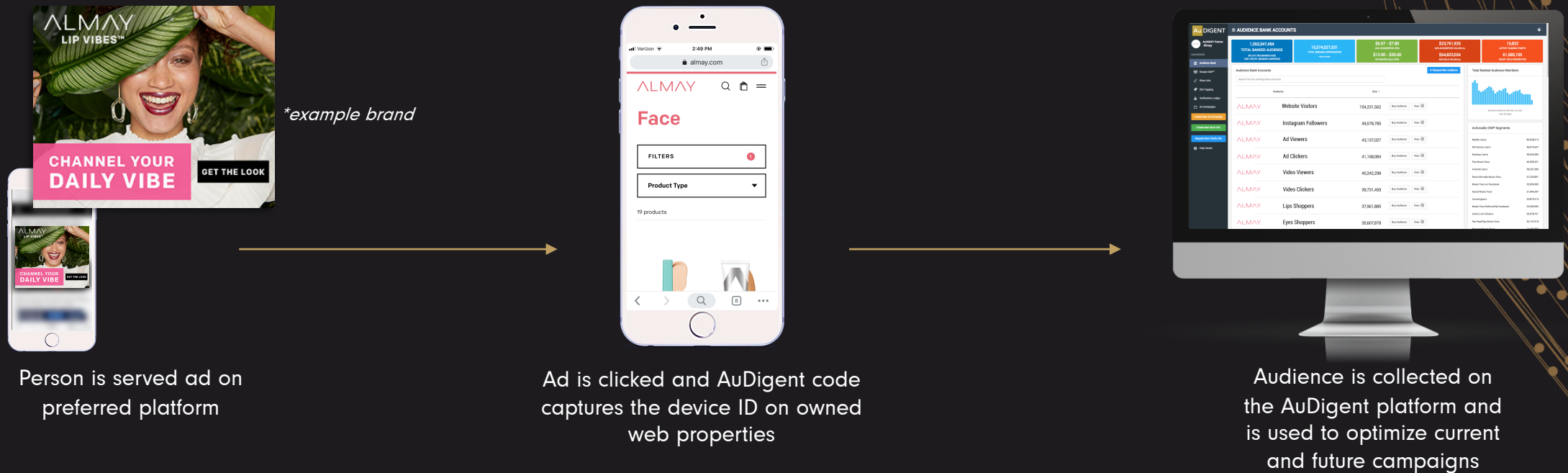FULLY VERIFIED AUDIENCES: PROPRIETARY FRAUD PROTECTION TECHNOLOGY

Media Investment (Owning) vs. Media Spend (Renting)

Imagine buying a house in full, but then still having to pay your contractor monthly rent. Ridiculous? Well that is the overall state of media buying. Even worse than buying bad data, is having to buy it over and over again.
This is exactly what happens when using 3rd party data providers.

Every media dollar spent should be an investment in building valuable audiences – an asset your brand can own and action in campaigns. As a DMP, AuDigent ensures every dollar becomes a media investment that helps your brand to build audience data assets.

*example brand

Person is served ad on preferred platform

Ad is clicked and AuDigent code captures the device ID on owned web properties

Audience is collected on the AuDigent platform and is used to optimize current and future campaigns

Collecting the Audience Data

Using a three-pronged approach, MusicIQ ingests massive amounts of 1st and 2nd party data to provide advertisers with high-quality, double-verified audiences.

YouTube Highlight:

Through our partnerships, MusicIQ has acquired the rare ability to leverage YouTube audiences off-platform, across the open web. This ability puts incredible reach and accuracy right at your fingertips without the limitations of being forced to use a single media channel.

Integrating
YouTube Audiences

AuDigent Code on
Owned Web Properties

Audigent's
Short-Linking Platform

~4.6 Million Device IDs Collected Daily

How Audigent Drove Consideration and Sales for a NYC-Based Adult Beverage Experience

Driving Ticket Sales for Adult Beverage Experience

This unique, NYC-based branded experience was finding initial success by almost exclusively leveraging social platforms to drive site visits and ticket sales.

However, after a short time, the brand found that it was experiencing **plateaued performance** due to rising platform prices and the fact that their core audience was trapped within data silos like Facebook and Instagram.

Audigent's elegant solution involved banking and building an audience asset for the brand, effectively liberating their core audience from the data silos and reengaging them to drive them down the funnel towards ticket purchase.
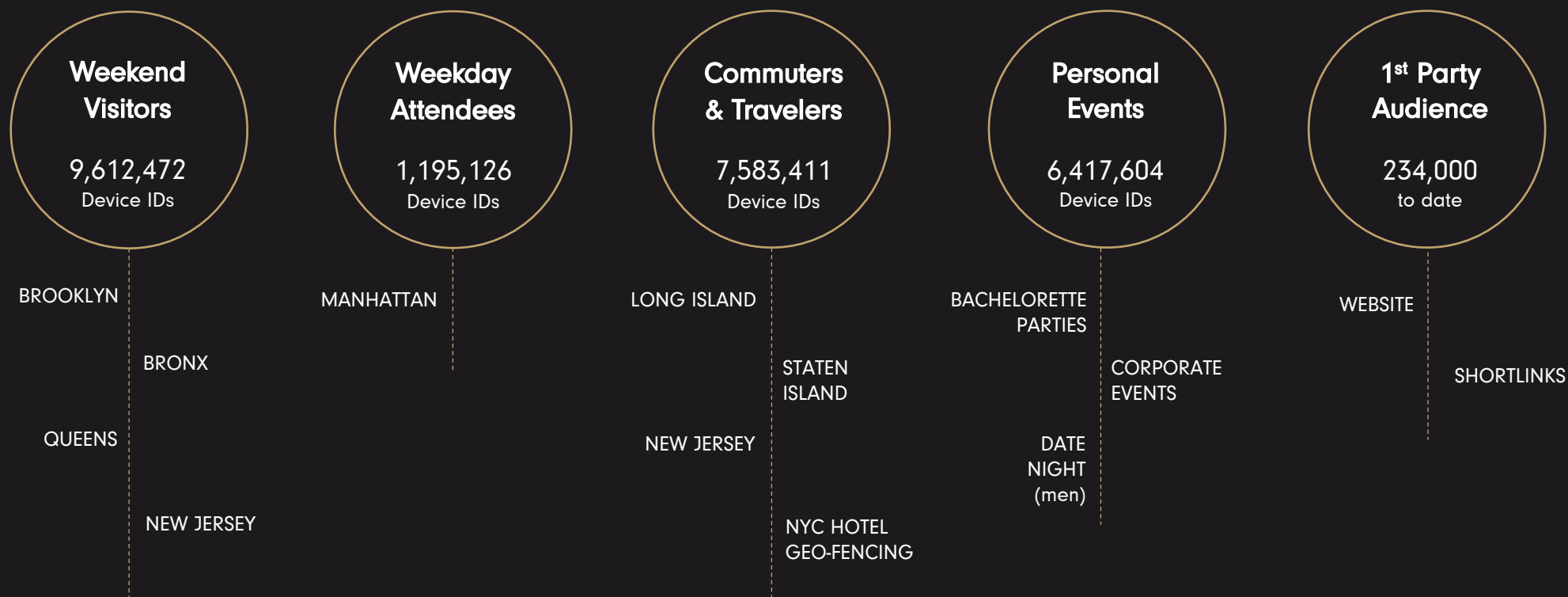
The Goals

Drive consideration and ticket sales amongst culture creators via preferred platforms and devices

Build an owned audience asset that brand is able to leverage both during and after the campaign

An Audience-First Approach

Audigent created a unique audience-driven campaign in order to hone in on and engage the brand's core target audience. Buy activating these five segments, Audigent was able to harness this holistic approach to drive ticket sales with maximum efficiency without being forced to rely solely on social media platforms.

Weekend Visitors

9,612,472
Device IDs

Weekday Attendees

1,195,126
Device IDs

Commuters & Travelers

7,583,411
Device IDs

Personal Events

6,417,604
Device IDs

1st Party Audience

234,000
to date

BROOKLYN

BRONX

QUEENS

NEW JERSEY

MANHATTAN

LONG ISLAND

STATEN ISLAND

NEW JERSEY

NYC HOTEL GEO-FENCING

BACHELORETTE PARTIES

CORPORATE EVENTS

DATE NIGHT (men)

WEBSITE

SHORTLINKS

The Results

Audigent proves that owning and harnessing the power of your audience asset leads to greater campaign efficiency (CPA) as well as being a driver of gaining significant return on ad spend.

	Impressions	CTR	Conversions	Revenue	CPA	ROAS
Client Goals	--	--	--	--	$20	--
Prospecting	2,037,374	1.90%	2,248	$214,837	$11.35	8.42x
Owned 1st Party Audience	340,516	1.90%	1,388	$146,138	$9.23	11.41x

Key Takeaways

Prospecting w/ Custom Audiences

Leveraging Audigent's custom audience segments that were based on geo and content consumption behavior was a key factor in driving people to the brand's site and building an owned audience asset.

Efficiency: 43.25% more efficient

Investment: 8.2x ROAS

Owned 1st Party Audience

By building an owned audience asset, Audigent was able to liberate the brand's core audience from expensive data silos and reach likely customers with unparalleled efficiency across the open web.

Audience Asset: Over 234,000 1st Party Device IDs banked to date

Efficiency: 53.85% more efficient

Investment: 11.41x ROAS