

Football PMP Marketplaces

Powered by **audigent**

Reaching Pro Football Fans

Audigent’s industry-leading curation capabilities provides partners with a wide array of solutions for media buyers who are aiming to connect with pro football fans in the lead up to the biggest game of the year. From automotive to insurance, brands across verticals will benefit from launching activations during this key tentpole event.



Actionable as SmartPMPs across all ad types



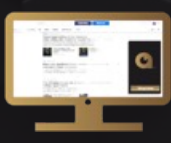
CTV



Display



Video



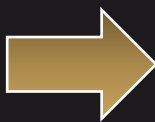
Native

CTV Sports Coverage

Audigent’s direct integrations with leading CTV-focused SSPs enable the ability to reach valuable first-party audiences across curated sports news and sports coverage publishers.



First-party audience



Curated CTV inventory

Premium Targeting Solutions

smartPMP

Powered by Exclusive, Highly Engaged First-Party Audiences

55,961,640 banked audience

Leverage exclusive first-party audiences sourced directly from Audigent’s premium publisher partners.

Sample Audiences:

- ❖ NFL Fans
- ❖ Sports-focused Gamers
- ❖ Sports News Content Consumers
- ❖ Fantasy League Players



smartPMP

Powered by Premium Data Partnerships

Audigent’s premium data partnerships allow marketers to utilize high-quality data sets within a single, customizable SmartPMP Deal ID.

Sample Audiences:

- ❖ Acxiom > Super Bowl Activity > High Spender
- ❖ Acxiom > Fantasy Sports League Last 12 Months
- ❖ Audiences by Oracle > Broadcast Sports > NFL Super Bowl
- ❖ Live Nation > Ticket Buyers > Pro Football



contextualPMP

31,500,00 daily users

Audigent's contextual tool is used to create powerful, cookieless, and deviceless targeting solutions designed to connect with valuable audiences across contextually relevant inventory.

Sample Contextual Inventory:



cognitivePMP

Powered by **proximic** comscore

27,600,00 daily users

Powerful predictive audiences from Proximic by Comscore provide the ability for Audigent to reach devoted fans in a cookieless fashion using predictive technology.

Sample Audiences:

- ❖ Predictive Audience > National Football League Network
- ❖ Personas > American Football Fans
- ❖ TV Watchers > Category > Sports

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Reach out to directly to **sales@audigent.com** to initiate an activation.

- ❖ DSP Agnostic
- ❖ No Minimums
- ❖ No Commitments

Actionable as SmartPMPs across all ad types



CTV



Display



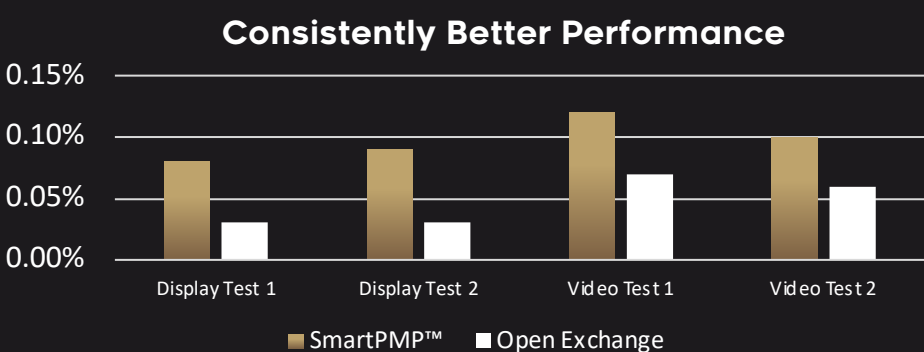
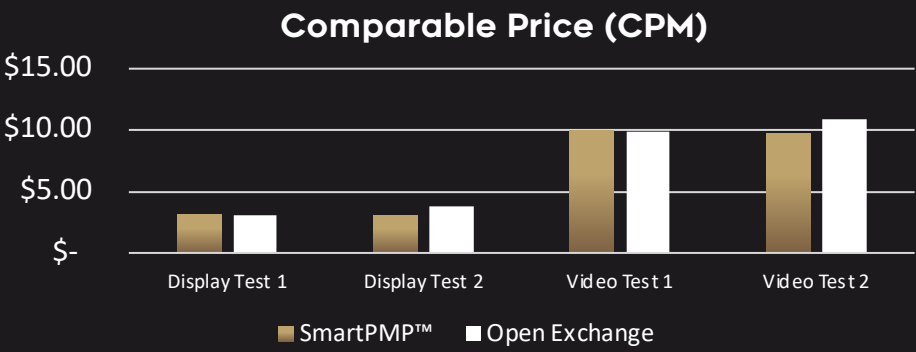
Video



Native

Activation Product	Target	Description
SmartPMP	Audigent > First-Party > Professional Football Fans	First-Party Data Sources: Sporting News, UPROXX, Men’s Journal, Conde Nast, mitú, Evolve Media, Hive Media Group, and more.
SmartPMP	Audigent > First-Party > Sports News Consumers	First-Party Data Sources: Sporting News, UPROXX, Men’s Journal, Conde Nast, mitú, Evolve Media, Hive Media Group, and more.
SmartPMP	Acxiom US Interest > Sports > Football Spectator	Someone in the household has an interest in watching football.
SmartPMP	Audiences by Oracle > Hobbies and Interests (Affinity) > Sports Players > Team Sports > Football	This audience contains people who have participated in Football in the last 12 months. Oracle Hobbies and Interests (Affinity) audiences contain people who have specific hobbies and interests (affinities). Participation is demonstrated by survey responses that indicate participation in sports activities over the specified time period.
SmartPMP	Audiences by Oracle > Media and Entertainment > Sports and Recreational Activities > Interest (Affinity) > Fantasy Sports > Fantasy Football	This audience contains people who are interested in fantasy football. Oracle sports and recreational activities audiences are based upon actual consumer shopping behavior or demonstrated interest based on the best of ODC online and offline data.
SmartPMP	Audiences by Oracle > Media and Entertainment > Television (TV) > Viewership > Live Sports and TV Specials > Broadcast Sports > NFL Super Bowl	This audience contains people who are viewers of the NFL Super Bowl. Oracle Television Viewership audiences are comprised of people who have been identified as viewers of specific genres, networks, shows. Television Viewership audiences leverage the best of ODC aggregated signals that include linear TV, ACR and digital TV data, collected from millions of U.S. households.
SmartPMP	Acxiom US Media > Television > Likely to View Pay-Per-View > Sports in the Last 12 Months	Propensity ranking likelihood of a consumer to view pay-per-view sports in the last 12 months.
ContextualPMP	Audigent > Sports News Content Consumers	Designed to reach people who are engaging with sports content.
ContextualPMP	Audigent > Super Bowl	Designed to reach people while they are engaging with content about or around the Super Bowl.
CognitivePMP	Predictive Audience > TV > Network > NFL - National Football League Network	Powered by Proximic by Comscore’s Predictive Audience.
CognitivePMP	Predictive Audience > Personas > Sports Fans > American Football Fans	Powered by Proximic by Comscore’s Predictive Audience.

Audigent PMP Products Drive Value, Performance, and Efficiency with Pricing Comparable to the Open Exchange



*Showing CTR, additional KPIs available in full case study