



audigent<sup>®</sup>

MINDSHARE



SPOTX

## Case Study

Powering Deterministic Audience  
Targeting Across Connected TV



## Campaign Overview

Having pulled back media spend from traditional television in mid 2020, Mindshare's client was in need of a compelling, efficient upper-funnel strategy to help capitalize on Black Friday / Cyber Monday spending.

By leveraging Audigent's direct integration with CTV leader, SpotX, Mindshare was able to reach highly targeted audiences across premium, curated CTV channels in a cookieless environment while driving measurable results for their client.



Mindshare and GroupM's focus on strategic supply partnerships and on forging alliances that deliver business outcomes for our clients has led to this first-to-market collaboration. Mindshare paired Audigent and SpotX to activate a data-driven approach to CTV that speaks to future ways of navigating a cookieless marketplace. The partnership's ongoing communication bridge and feedback loop between data and supply unlocked reach and efficiency potential for impressions against high-value, underserved audiences. This is an ideal expression of our goal to create new behaviors in the marketplace that elevate performance and deliver a competitive advantage for clients. As a result, we've been able to leverage this high level of engagement into a new IP Retargeting partnership that sets on the road to be successful as cookie-deprecation takes a hold.



### SHANNON ROTH

Managing Director, Client Leadership



### 1st Party Audience Strategy



**Luxury Gift Givers**  
27,520,189  
Audience Size

### Premium, Curated CTV Inventory

Discovery

PLUTO TV

AMC  
NETWORKS

FOX

sling

vevo



# Immediate Performance

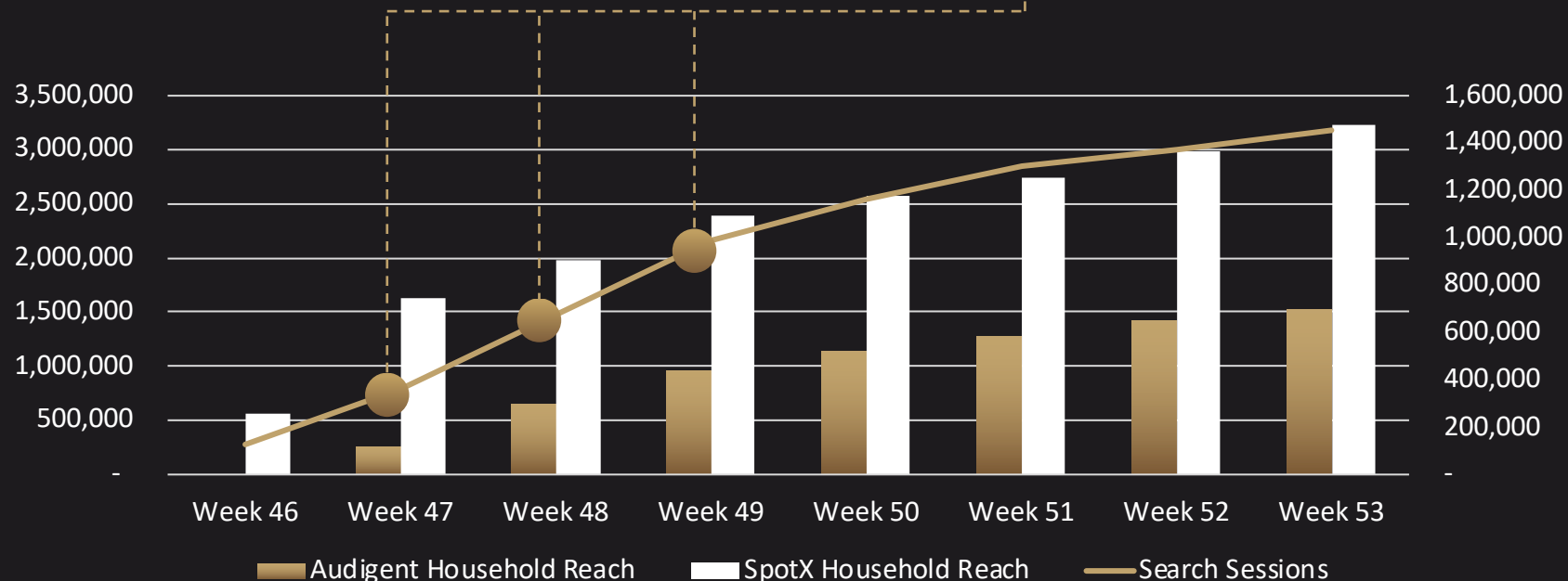
The direct partnership between Mindshare, SpotX (supply), and Audigent (1<sup>st</sup> party data provider) created an ongoing **communication bridge and feedback loop** between all three partners that created the ability to engage highly targeted Luxury Gift Giving audiences within premium, non-skippable environments, leading to a direct, immediate boost in search sessions and search-driven revenue.

This increase in traffic lead to surpassed sales goals and even instances of sold-out inventory.

The introduction of Audigent's 1<sup>st</sup> party audience targeting resulted in:

**128%** increase in search revenue

**84%** increase in search sessions



# Key Takeaways

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By orchestrating this unique partnership between data and supply, Mindshare was able to drive unprecedented value for their client using a **first-to-market** data-driven strategy within the CTV space.



## Driving Immediate Revenue

Due to the success of this collaboration, the client surpassed sales goals and even drove several products out of stock.



## Creating Perpetual Value

By isolating IP addresses that were exposed to the brand's messaging on CTV, Audigent and Mindshare have the ability to create "companion Display SmartPMPs™" that are designed to retarget exposed users in a cookieless fashion across supporting channels – creating an efficient targeting solution as 3<sup>rd</sup> party cookie deprecation takes hold.



## Actionable Learnings

Supply-Side Optimizations by Audigent + SpotX created the opportunity for Mindshare to identify key inventory / publisher prospects that can be used in future campaigns.

