

audigent.

smartPMP™

Powered By **EQUIFAX®**

Audigent has integrated audience segments from Equifax, a global data, analytics and technology company, directly within the Audigent SmartPMP™ product.

Through these newly available segments, advertisers now have access to powerful anonymized Equifax data that is paired with premium curated inventory, unlocking supply-side optimization capabilities, performance, and unmatched programmatic efficiency.

500+ Segments Available

Actionable as SmartPMPs across key ad types



CTV



Display



Video



Native

Take Advantage of Key Targeting Verticals



**Automotive
Ownership
By Brand**



**Affluence Index™
& Economic
Spectrum**



**B2B: Industry
Specific**



**Public
Administration
Workers**



**Retail
Propensities**



**Job Roles &
Functions**

"With brands looking to maximize efficiency and return on ad spend, it's more important than ever that they reach qualified prospects and customers. Curation and trusted data sources have become critical tools that help our brand clients reach these audiences. We're excited to test the combination of the Equifax Affluence Index and Audigent's Curated Marketplaces. These integrations, where well-known data segments are paired with curated PMPs, should drive great performance for the ad industry."

Scott Marsden
EVP, Media & Analytics
Quigley-Simpson



"Financial capacity-based marketing insights from Equifax are a widely-trusted data source used across the marketing industry. By integrating these segments directly into our private marketplace suite, we make it much easier for advertisers to access powerful targeting data within emerging environments. With or without cookies, advertisers still need direct access to first-party data to reach consumers in a privacy-focused fashion."

Jake Abraham
Chief Commercial Officer
Audigent



Simple Activation

Audigent has made it easy to identify and activate Equifax powered SmartPMP opportunities.

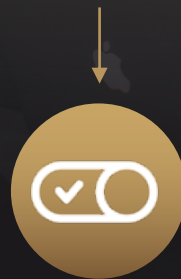
Whether you need help isolating the correct audience solution for your targeting needs or are ready to move right into activation, you'll be able to work directly with your Audigent rep in order to quickly get your campaign live.

See below for set-up and best practices.



Review Taxonomy

Find the perfect Equifax audience to power your SmartPMP:
<http://bit.ly/3OMWuXZ>



Connect with Audigent

Send a note with details for pre-sales support or activation:
sales@audigent.com

Set-up is as easy as...

1. Map the Deal

Deal mapping instructions for The TradeDesk can be found [here](#)

Mapping instructions for additional DSPs available upon request

2. Confirm Campaign Goals

Align on clear goals and KPIs to inform supply-side optimizations

3. Initiate Daily DSP Reporting

Daily DSP reporting is necessary to allow for optimizations towards KPIs like CTR, VCR, etc. View a sample report [here](#)

4. Launch Campaign

Set the campaign live following recommended best practices

Best Practices

Limit Additional Data Layers

Applying additional data sets and audiences within the same line item can cause interference for deals and limit scale.

Avoid Advanced Bid Logic

Avoid advanced logic in favor of fixed bids based off of pre-curated deals and recommended bid pricing

Isolate the Deals

Isolate the deal to its own line item, ad group, campaign, etc. – allowing you to specifically bid on the deal and ensures bidder does not improperly budget across other tactics.

Enables the ability to optimize towards individual deals and KPIs accordingly.

Isolate the Channels

When managing a campaign with multiple channels / inventory types, it is best practice to isolate the channel-specific deals and activate them across separate line items, ad groups, campaigns, etc.