

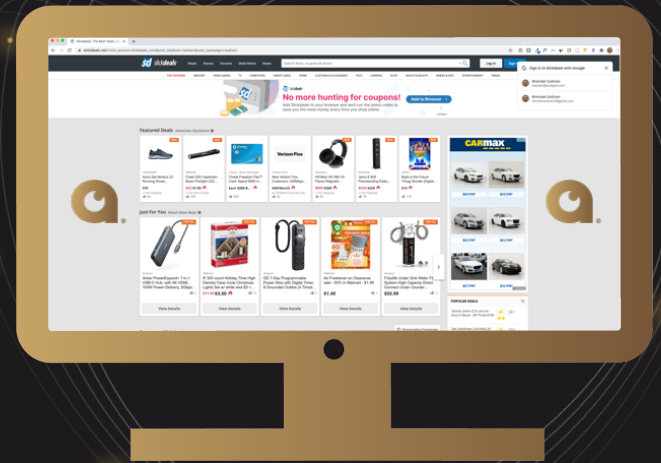


Exclusive Slickdeals Audiences Now Available for Programmatic Activation

Slickdeals has partnered with Audigent to put its unique, real-time shopping data directly at the fingertips of programmatic buyers.

Get instant access to Slickdeals audience segments on buying platforms like The Trade Desk or contact your Audigent rep to create custom, highly targeted in-market audiences and SmartPMPs™ specifically designed to perform at scale.

From Football Fans to Beauty Queens, Audigent powers access to the most active Slickdeals shoppers from across the web.



Activate Hard-to-Reach Audiences

Audigent empowers programmatic buyers with the ability to access highly targeted Slickdeals shoppers across a wide variety of categories and verticals.

- Grocery Shoppers
- Moms & Families
- Credit Card Seekers
- Hygiene Shoppers
- Home Chefs
- Snack Lovers



Reach Engaged Consumers Around the Biggest Game of the Year

Activate power shoppers known for their savvy deal hunting around all elements of consumer electronics and more!

- Football Fans
- Smart TV Owners
- Tech Shoppers
- Auto Enthusiasts
- Luxury Shoppers
- Home Improvement



Segments available for immediate activation on theTradeDesk

- AuDigent > Slickdeals
- AuDigent > Slickdeals > Tech & Electronics
- AuDigent > Slickdeals > Home & Home Improvement
- AuDigent > Slickdeals > Video Games
- AuDigent > Slickdeals > Babies & Kids
- AuDigent > Slickdeals > Health & Beauty
- AuDigent > Slickdeals > Smart TVs
- AuDigent > Slickdeals > Travel Deals
- AuDigent > Slickdeals > Toys
- AuDigent > Slickdeals > Hot Deals
- AuDigent > Slickdeals > Cameras
- AuDigent > Slickdeals > Grocery
- AuDigent > Slickdeals > Grocery > Household Goods
- AuDigent > Slickdeals > Grocery > Breakfast Foods
- AuDigent > Slickdeals > Grocery > Health Food
- AuDigent > Slickdeals > In-market > Computers
- AuDigent > Slickdeals > In-market > Mobile Phones
- AuDigent > Slickdeals > In-market > Women's Clothing & Accessories
- AuDigent > Slickdeals > In-market > Men's Apparel
- AuDigent > Slickdeals > In-market > Cell Phone Plans & Services
- AuDigent > Slickdeals > In-market > Memory & Storage
- AuDigent > Slickdeals > In-market > Investment Services
- AuDigent > Slickdeals > Affinity > Technophiles
- AuDigent > Slickdeals > Affinity > Business Professionals
- AuDigent > Slickdeals > Affinity > Do-It-Yourselfers
- AuDigent > Slickdeals > Affinity > Auto Enthusiasts
- AuDigent > Slickdeals > Affinity > Sports Fans
- AuDigent > Slickdeals > Affinity > Luxury Shoppers
- AuDigent > Slickdeals > Affinity > Bargain Hunters
- AuDigent > Slickdeals > Demo > 25 - 34
- AuDigent > Slickdeals > Demo > 35 - 44
- AuDigent > Slickdeals > Demo > 45+



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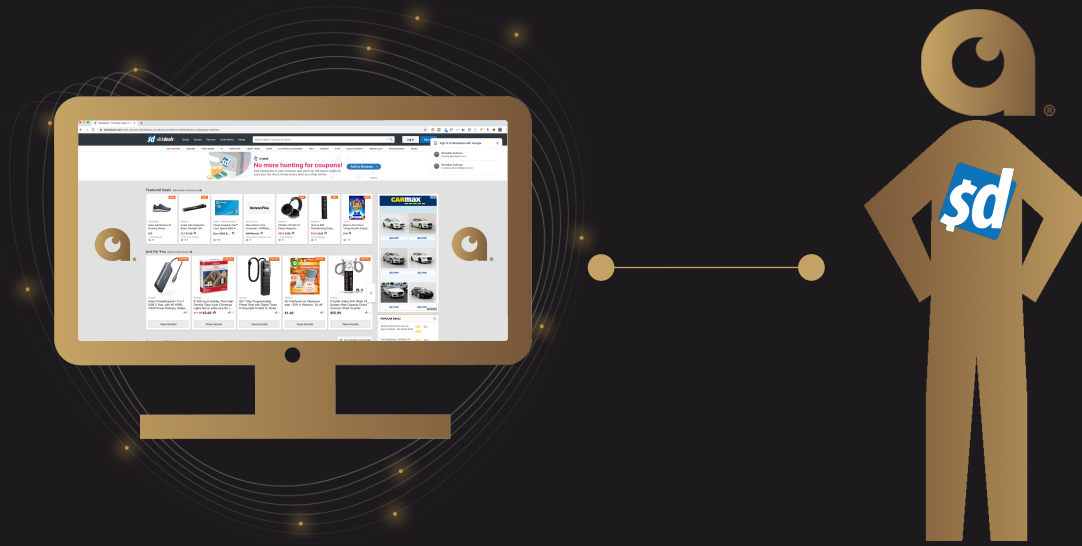
Create Custom Slickdeals Audience Segments and SmartPMPs™

Audigent works with agencies and brands to create tailored audience segments and SmartPMP™ packages leveraging exclusive 1st party Slickdeals data that reflect **real-time shopping behaviors**, interests, affinities, and more.

Custom Audience Segments

Don't see the audience you need via The Trade Desk? Use a different DSP for buying?

Audigent's team will create tailored Slickdeals audience segments that meet your strategies and goals and deliver them to your **DSP of choice**.



- Male 25-34
- Luxury Shoppers
- Environmentally Conscious
- Fitness Buffs
- In-market for Shoes

Custom SmartPMPs™

Audigent's SmartPMP™ is a first-to-market media buying solution, packaging exclusive audiences with premium, tailored exchange inventory, delivered via Deal ID.

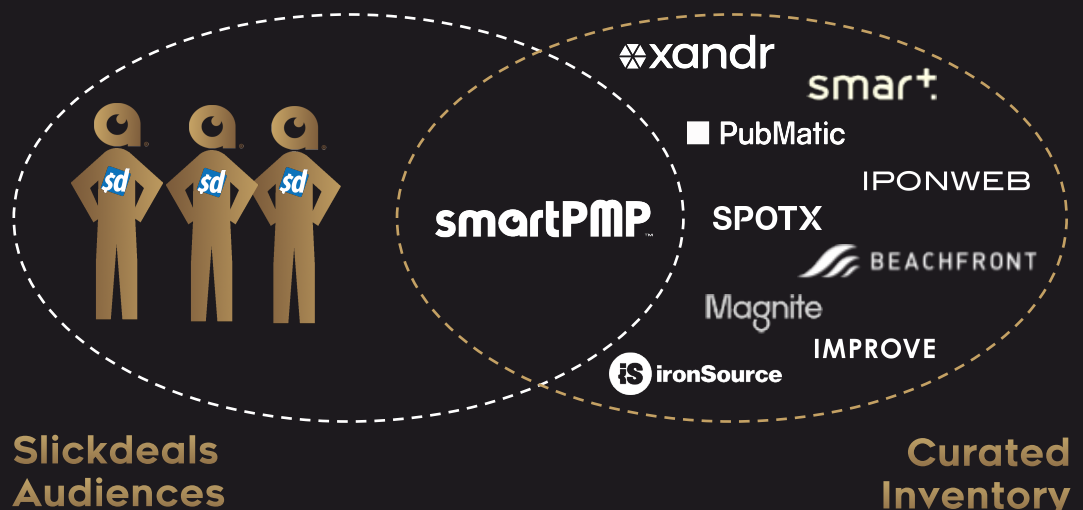
The days of matching and scaling in your DSP are over. Streamline buying and drive performance without sacrificing any control.

Actionable

CTV

Display

Video



Slickdeals Audiences

Curated Inventory