audigent ®

DATA PERFORMANCE CASE STUDY
Custom Audience Segments vs. Off-The-Shelf Data

Which Performs Better?
Custom Audiences *or* Off-The-Shelf Data Segments

While Audigent has thousands of audience segments available for "off-the-shelf" purchasing across major buying platforms and data marketplaces, we firmly believe in the power of highly targeted, customized audience segments to drive programmatic performance.

Over the course of multiple campaigns, Audigent put this theory to the test pitting its own "generic" off-the-shelf segments against tailored, **custom audience segments** that aligned with client goals.

After discussing campaign goals with clients, Audigent created custom audiences and delivered them directly to the DSPs of choice for immediate activation, allowing media buyers to direct their spend with more efficiency and effectiveness.

No additional optimizations were applied.

. . . And the results were exciting!

25-34 Female

Fashion Content Consumer

Luxury Shopper

Dua Lipa Fan

Travel Enthusiast

Music Streamer

DISPLAY: Custom Audience Segments Outperformed Off-The-Shelf Data

When putting an Off-the-Shelf segment head-to-head against a custom audience segment, the results were clear. Without any additional optimizations applied, the custom segment outperformed the off-the-shelf segment across the board.

STRONGER PERFORMANCE

Click Through Rate

CTR is an average **18% higher** when leveraging custom audiences

BETTER COST EFFICIENCY

Cost Per Click

CPC is an average **50% lower** when leveraging custom audiences

Custom Audience CPC: $3.77
Off-the-Shelf CPC: $7.50

VIDEO: Custom Audience Segments Outperformed Off-The-Shelf Data

Similar to the display campaign, Audigent saw superior results in terms of both performance and campaign efficiency when using custom audience segments that were tailored to the targeting goals of the campaign.

STRONGER PERFORMANCE

Click Through Rate

CTR is an average **22% higher** when leveraging custom audiences

Video Completion Rate

VCR is an average **55% higher** when leveraging custom audiences

Custom Audience VCR: 89.8%
Off-the-Shelf VCR: 58.5%

BETTER COST EFFICIENCY

Cost Per Click

CPC is an average **25% lower** when leveraging custom audiences

Custom Audience CPC: $4.22
Off-the-Shelf CPC: $5.58

How Custom Segments Work

Audigent works with media agencies and brands to discuss their campaign goals, target audience, and potential audience affinities / interests to create highly targeted audience segments that will drive programmatic performance.

CUSTOM SEGMENTS AT YOUR FINGERTIPS IN LESS THAN 48 HOURS
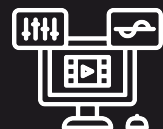
REPEAT

DISCUSS
Discuss campaign goals and targeting parameters

DELIVER
Custom audience(s) are delivered directly to the client's seat on the DSP of their choice

CREATE
Audigent creates tailored, data-driven audience segments that align with client's needs

ACTIVATE
Campaign is ready for immediate activation

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.
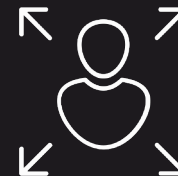
EXCLUSIVE PREMIUM
1ST PARTY DATA

UNIQUE, CUSTOM
AUDIENCE SEGMENTS

FULL STACK, INDUSTRY
LEADING TRADE DESK

1-TO-1 AUDIENCE-BASED
TARGETING

FULLY VERIFIED AUDIENCES:
PROPRIETARY FRAUD
PROTECTION TECHNOLOGY

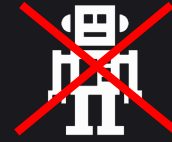# Verified, Opt-In Data That Delivers Strong Campaign Results

Clean, first party data is king. Harness the power of activating 100% verified, highly engaged **PEOPLE**, not bots, who are current and actively engaging with branded content across the web.

Through our tailored, data-driven audience segmentation, we empower partners to **cut out the fraud** and target real verified audiences. That means no more generic segments filled with bots, crawlers and autoloaders.

Reach real people - make real connections - and drive real brand conversations.

100% VERIFIED, OPT-IN IDs WITHIN EVERY AUDIENCE

NEVER BOTS, NEVER DUPES

PROPRIETARY A.I. MONITORS FOR AND REMOVES FRAUDULANT IDs

BETTER PERFORMANCE
CTR and COMPLETION RATES up to **2x** Industry Standard

BETTER OTP & VIEWABILITY
Avg. **70%+** on campaigns

STRONGER CAMPAIGN & LTV ROAS
Avg. **2.0x – 5.0x** Campaign ROAS

Plugged Into The Partners
You're Using Today

theTradeDesk

Display & Video 360

xandr

Oath:
A Verizon company

amazon

f

LiveRamp
an acxiom company

ironSource

ORACLE

PubMatic

Adobe Advertising Cloud

YouTube

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