

# Gold Standard Creates More Opportunity for Engagement & Measurement

One of the biggest names in KPop approached Audigent to promote awareness of a new collaborative merchandise release. By reaching their core audience with enhanced creative on premium inventory, Audigent provided a way to connect with fans around their key interests while driving results for the band's media campaign.

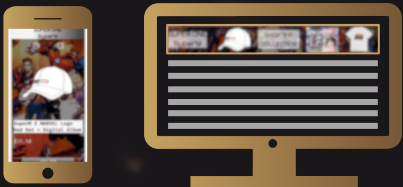
## Exclusive 1<sup>st</sup> Party Audiences



## Premium Inventory



## Custom, Enhanced Creative



# gold standard

## 7.33%

### Interaction Rate

Unlike traditional display banners that only provide basic measures of performance like clicks and viewability, Interactive Impressions are captured when the user engages with the ad in a number of ways including:

- Clicks the ad
- Views ad in full screen
- Hovers over ad for one continuous second
- Expands the ad

## 80+%

### Viewability

