audigent®

The Power of Exclusive 1st Party Data

audigent

The premier 1st party data platform for entertainment, sports and lifestyle

1st Party Data: Only the Best

In an age wrought with ad-fraud and a lack of transparency, Audigent is transforming how data powers the programmatic landscape by putting control directly into the hands of advertisers.

Focusing on collecting 1st party data directly from our partners' web properties via **Audigent code-on-page,** Audigent ensures that every one of our banked Device ID's belongs to a real, actionable person – never bots or autoloads.

Highly Segmented, Actionable Audiences

4.6 MM new actionable IDs per day

FREQUENT FLYERS

LUXURY SHOPPERS

FAMILY ENTERTAINMENT

AUTO INTENDERS

AUDIENCE DATA PERFECT FOR EVERY VERTICAL

Do You Know Where Your Data Comes From?

When it comes to audience data, there is no need for the "black box" mentality that is so pervasive in the programmatic landscape. Audigent believes that **transparency is key** and that marketers have a right and responsibility to know where their data is coming from and how often it is updated.

Audigent utilizes 1st party data only. That means no guesses, no algorithms, no machine learning, simply deterministic 1:1 insights.

This methodology allows for our clients to know every platform, every social channel, and every device that your data is coming from.

85%
of U.S. marketers are prioritizing the use of 1st party data
emarketer

75%
of marketers don't "fully trust" their 3rd party data sources
emarketer

65%
of marketers don't understand the source of their 3rd party data
emarketer

1st Party vs. 3rd Party: The Winner is Clear

With so many obvious benefits that are backed by real-world results, it is no surprise that marketers across verticals are actively seeking to increase their use of quality 1st Party data.

1st Party	3rd Party
✓ 100% Transparent Data Source	Little to No Transparency ✗
✓ Current, Refreshed In Real-Time	Often Stagnant, Non-Actionable ID's ✗
✓ Better Performance Across the Board	Performance is Hit-Or-Miss ✗
✓ 1:1 Deterministic Targeting	Often Reliant on Lookalike Modeling ✗
✓ Allows for More Personalized Experiences and Relationship Building	Relies on Generic, One-Size-Fits-All Messaging ✗

Better Audience Data Delivers Better Campaign Results

Tailor-made audience segments built to deliver against key brand metrics.

Better Performance
CTR and Action Rates up to 3x industry standard

Better Viewability
Avg. 85% on campaigns

Stronger Video Completion Rates
Avg. 70%+ on campaigns

Brand Affinity
Stronger, more persistent affinities that drive media performance

More Value
Lower CPMs via exchange inventory that over performs due to strength of data

Higher OTP
Ensure that you reach real human traffic in the specific audiences you are targeting

Plugged Into The Industry's Leading Media Buying Platforms & Most Premium Inventory