

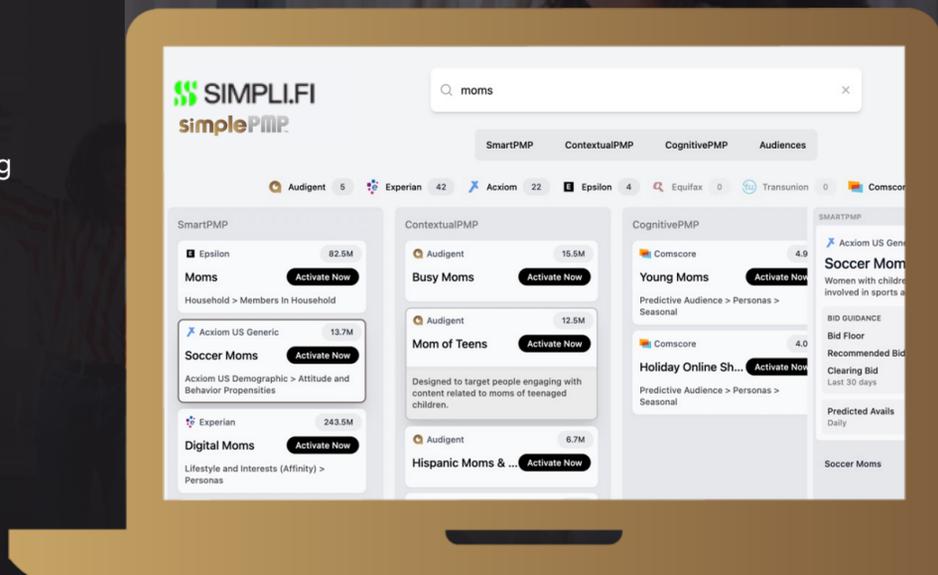
Simpli.fi Partners With Audigent, Accelerating Adoption of Curation Across Programmatic Advertising Ecosystem

Simpli.fi and Audigent have partnered to launch over 1,000 curated PMP deal IDs, providing advertisers with industry-leading targeting solutions that package premium data and inventory to drive scale, value and performance across a wide range of industry verticals, including but not limited to: Automotive, Multicultural, Holiday Shopping, Finance, Luxury, Beauty, Home and Garden, Entertainment and more. Curated PMP deal IDs are available for immediate activation across key channels including CTV, Display and OLV.

In addition to the 1,000+ curated PMP deal IDs available, advertisers have the ability to work directly with Simpli.fi and Audigent to create custom curated marketplaces specific to their brand, product, and campaign needs.

1,000+

PMP Deals Available for Immediate Activation on Simpli.fi today



Curation Driven by Innovative Products

smartPMP

Powered by first-party audience data from our premium publisher portfolio and third-party data partners.

contextualPMP

Audigent's contextual tool is used to create powerful cookieless and deviceless PMPs that are designed to connect with your target audience across contextually relevant inventory.

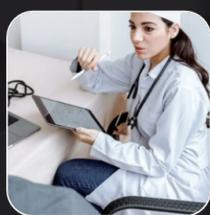
cognitivePMP

Powered through predictive audiences, perfect for B2B, Insurance, Life Stage, Interest-based campaigns and more.

Exclusive First-Party Audiences & Premium Data Partnerships



Solutions Available Across Key Verticals & KPIs



Healthcare



Automotive



Financial Services



Luxury



CPG / Retail



Custom Contextual



High CTR



Value CTV



High Viewability



Low CPA



Family / Parenting



Fashion



Entertainment



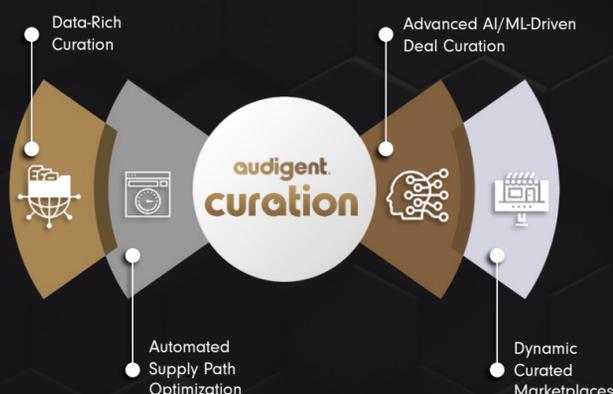
Beauty & Wellness



Home & Garden

The Power of Curation

Audigent helps clients realize the full potential of media and data assets by creating an addressable, safer and more performant supply chain



Rich with Data

Curated deals by their very nature are enriched with first-party, contextual, and cognitive data vs. the "dumb pipe" of the open exchange.



Fully Aligned Supply Path

Curated deals are unique in their ability to be optimized from both the supply-side (SSP) and the demand-side (DSP), while open exchange-rooted campaigns can only be optimized from the DSP.



Better Performance

The ability to apply rich first-party, contextual, and cognitive data sets directly against curated inventory, combined with the ability to optimize from the supply-side, is proven to drive better performance across digital media campaigns.



Better Pricing

PMP pricing is determined by bid floors and curation fees **only**. Removing detrimental bid shading practices, as well as unfavorable first and second auction bid dynamics.



Futureproof Solution

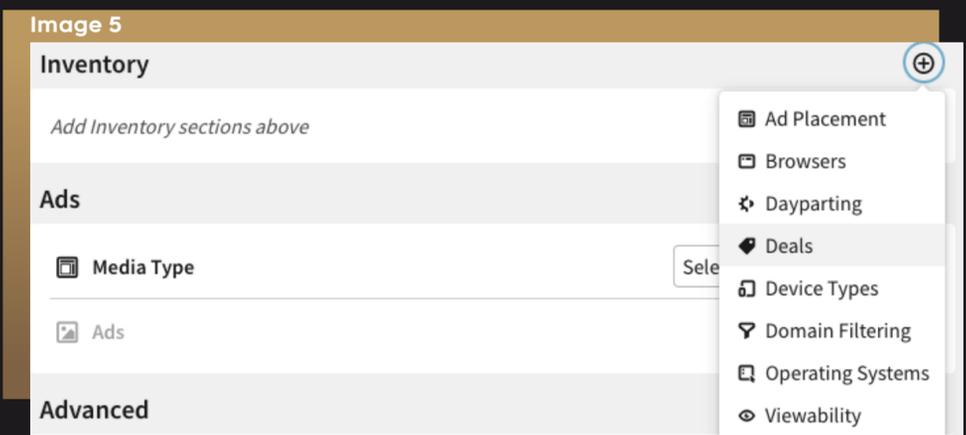
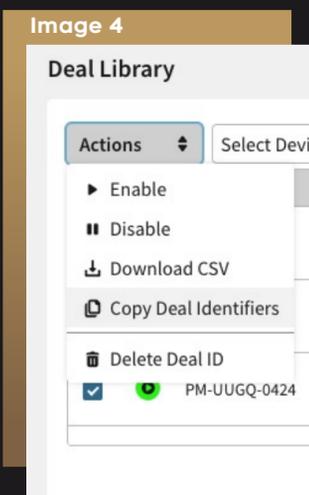
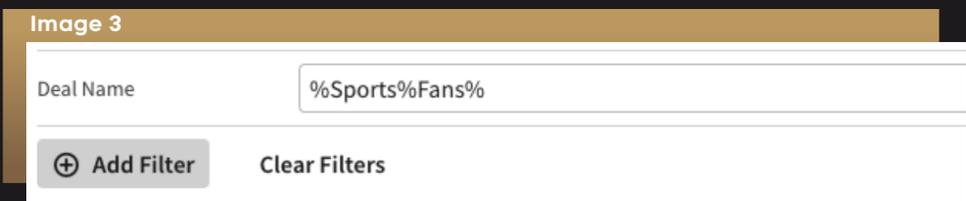
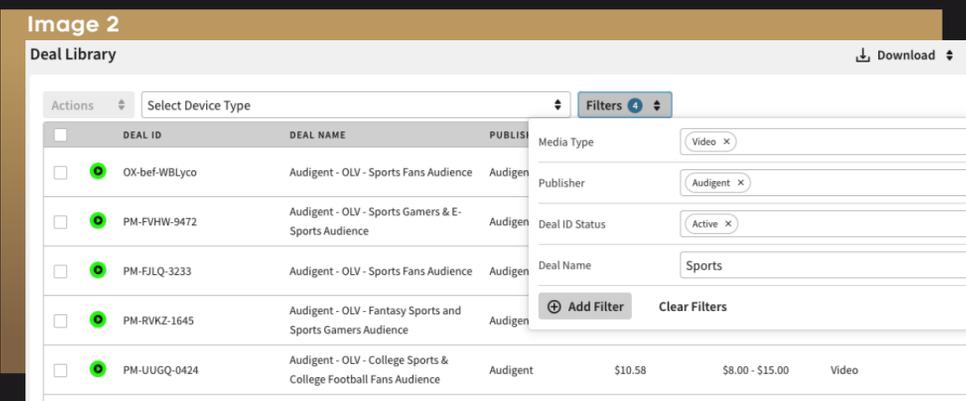
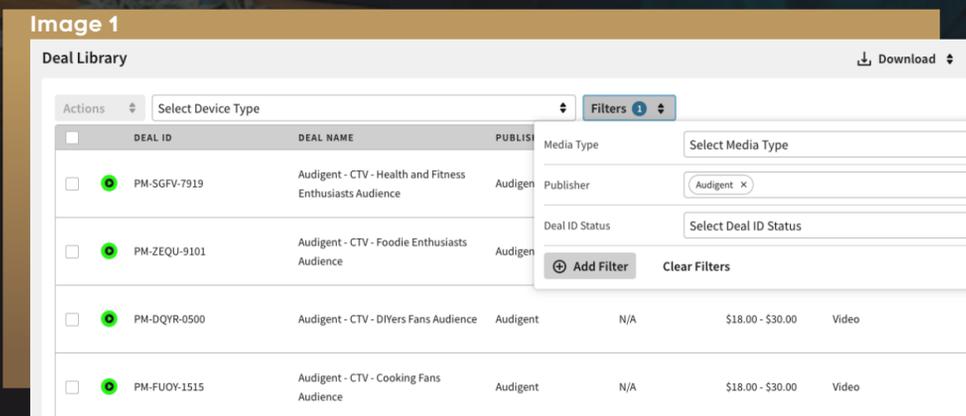
Curated markets are powered by futureproof targeting technologies including, but not limited to, first-party data, contextual data and cognitive data.

Activation Guide

There are two different ways to find and add in Audigent deals to your campaign. You may choose either route since they were created for your added benefit.

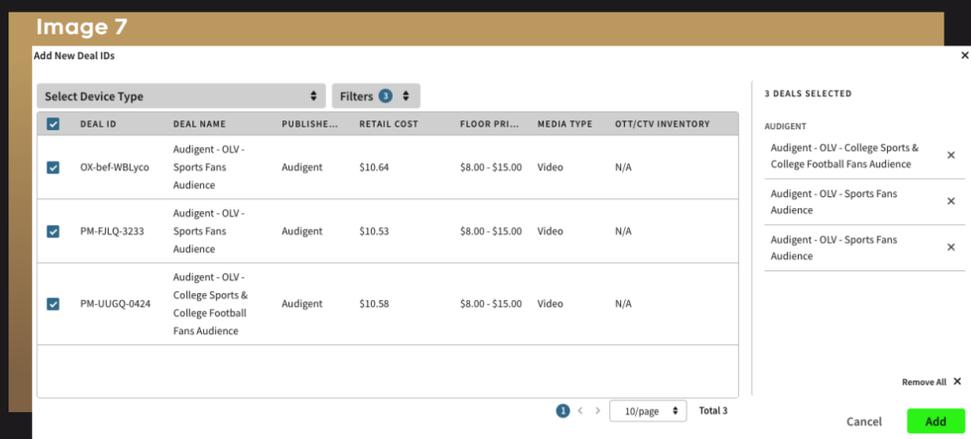
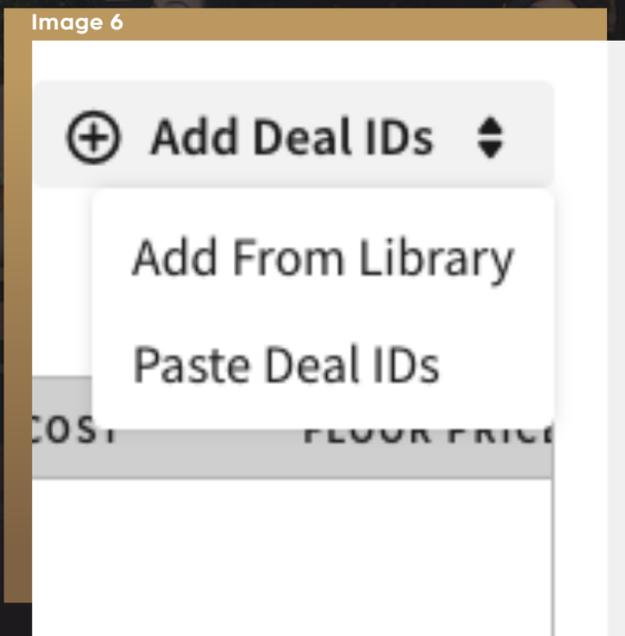
Route One:

- Within the UI, under Audiences, the Deal Library is accessible to locate / search for desired Audigent deals for your campaign.
- To easily locate Audigent deals, filter the "Publisher" section by Audigent.
- It is highly recommended to apply additional filters (image 1). This allows you to 1: Focus on deals that are active and sending opportunities and 2: Further focus on deals related to a specific device or media types.
- If you are looking for a specific audience rather than the overall Library of all available Audigent deals, we recommend utilizing the "Deal Name" filter. Adding in this filter will allow you to see what deals are available for something more niche such as "Sports" (Image 2). Please keep in mind that this will pull in all deals in which "Sports" is in the naming convention. If you are needing something further drilled down, you will need to add % in between each keyword you are searching (Image 3).
- Once the deals have been narrowed down to those that are desired, on the left hand side under "Actions" select those deals to add to your campaign by selecting the box right below "Actions" and either download or copy deal identifiers - we recommend copy (Image 4).
- Once you have the deals copied (recommendation of ours), you will then go into campaign edit and under "Inventory", select "Deals" (Image 5). Once this section is applied, you will click the arrow to the right to work to begin to add your deals.
- To add your deals, you will select " Add Deal IDs" located in the upper right hand corner and further select "Paste Deal IDs". Once pasted into the box that populates, click add and you are good to go.



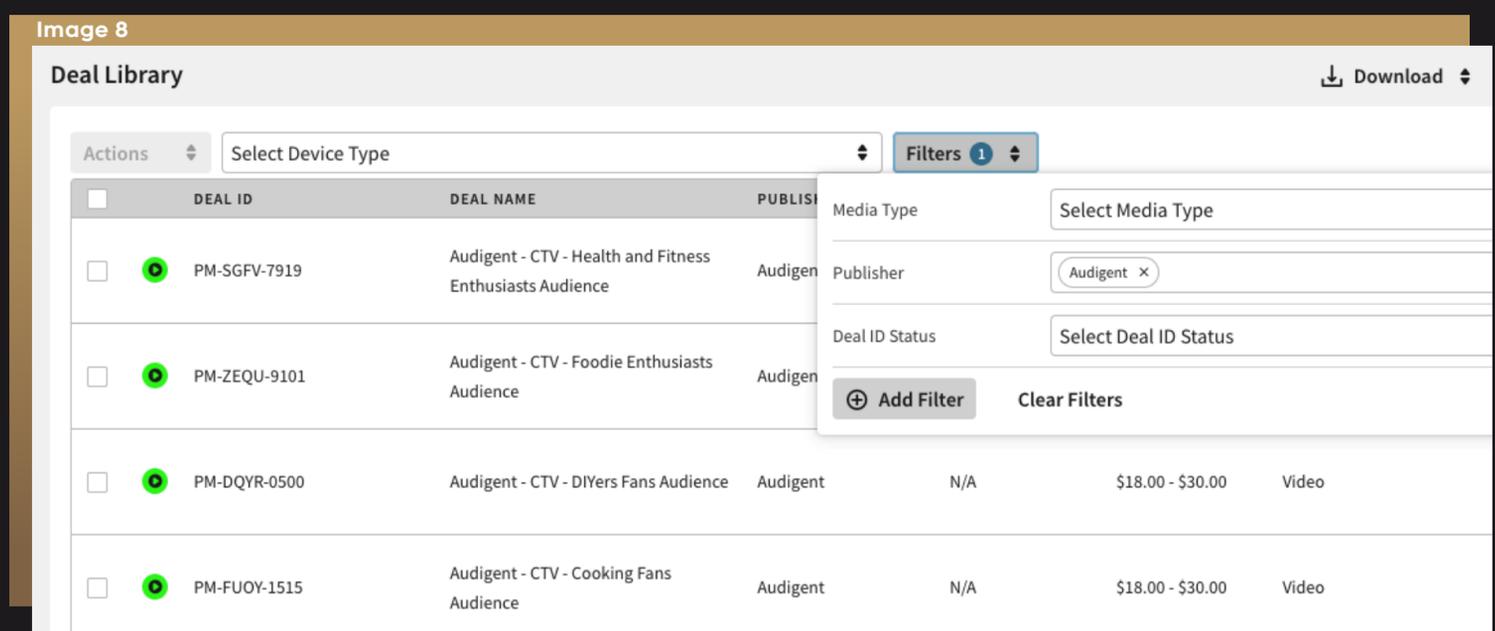
Route Two:

- To find deals within campaign edit, you will start within the "Deals" section. Rather than selecting "Paste Deal IDs" though, you will instead select "Add From Library" (Image 6).
- From here the same steps from route 1 will apply in terms of recommended filters, with the exception of 1: "Deal ID Status" will not be needed because the only deals that will populate here will be needed because the only deals that will populate here will be active ones.
- Once the deals have been added within the "Deals" section with either route taken and the other campaign details have been applied as well, the campaign is good to go live.
- Once the desired deals have been selected, you will simply "Add" (Image 7).
- Once the deals have been added within the "Deals" section with either route taken and the other campaign details have been applied as well, the campaign is good to go live.



Streamlined Version:

- Within the Deal Library (located under Audiences) you will apply the needed filters to find desired Audigent deals for your campaign. We recommend the filters shown here (Image 8) + adding in the Deal Name filter if you are searching for something more niche such as Sports Fans.



- Once the deals are selected you would like to use, you will add them within the Deals section, which is located under Inventory within campaign edit.
- Another way to find deals is within campaign edit itself. Within the Deals section, you will simply select "Add Deal IDs" located in the upper right hand corner and further select "Add From Library". Here, the same filters will be applied (aside from Deal ID Status).