# SIMPLI.FI + SimplePMP

## Powered by **Gudigent**

## 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.

PMP Deals Available for Immediate Activation on Simpli.fi today

SIMPLI.	FI	Q moms				×
		SmartPM	P ContextualPMP	CognitivePMP	Audiences	
<b>(</b> ] At	udigent 5	Experian 42 X Acxiom	22 E Epsilon 4	🛛 Equifax 0 😡	Transunion	0 💻 Coms
SmartPMP		ContextualPMP	C	ognitivePMP	S	MARTPMP
Epsilon Moms	82.5M Activate Now	C Audigent Busy Moms	15.5M Activate Now	Comscore Young Moms	4.9 ctivate Now	X Acxiom US ( Soccer Me Women with ch involved in spor
Acxiom US Generic     Soccer Moms	13.7M Activate Now	Audigent     Mom of Teens	12.5M Activate Now	Comscore	4.0	BID GUIDANCE Bid Floor Recommended
Acxiom US Demographic > Attitude and Behavior Propensities		Designed to target people e content related to moms of children.	engaging with teenaged	Predictive Audience > Person Seasonal	ctivate Nov as >	Clearing Bid Last 30 days Predicted Avai
Digital Moms Lifestyle and Interests (Affi Personas	Activate Now	<ul> <li>Audigent</li> <li>Hispanic Moms &amp;</li> </ul>	6.7M Activate Now			Soccer Moms

## **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.



## **Solutions Available Across Key Verticals & KPIs**



Healthcare



Automotive



**Financial Services** 



Luxurv



CPG / Retail



Custom Contextual







Value CTV



**High Viewability** 





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





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#### **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**



#### **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.

## SIMPLI.FI + audigent

# SIMPLI.FI + simplePMP. Powered by audigent

### **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).

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		PM-ZEQU-9101	Audigent - CTV - Foodie Enthusiasts Audience	Audigen	Deal ID	Status	Select Deal ID Status	
					⊕ A	dd Filter Cle	ear Filters	
	□ 0	PM-DQYR-0500	Audigent - CTV - DIYers Fans Audience	Audigent		N/A	\$18.00 - \$30.00	Video
		PM-FUOY-1515	Audigent - CTV - Cooking Fans Audience	Audigent		N/A	\$18.00 - \$30.00	Video

In	Image 2							
De	al Library						🕁 Download	
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		PM-FVHW-9472	Audigent - OLV - Sports Gamers & E- Sports Audience	Audigen	Deal ID Status	Active ×		
	0	PM-FJLQ-3233	Audigent - OLV - Sports Fans Audience	Audigen	Deal Name	Sports		
		PM-RVKZ-1645	Audigent - OLV - Fantasy Sports and Sports Gamers Audience	Audigen	Add Filter Cl	ear Filters		
		PM-UUGQ-0424	Audigent - OLV - College Sports & College Football Fans Audience	Audigen	t \$10.58	\$8.00 - \$15.00	Video	

- 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.

Deal Name	%Sports%Fans%
🕀 Add Filter	Clear Filters





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### **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.

Im	age 8								
D	eal Libr	ary							↓ Download 🖨
	Actions	*	Select Device Type						
		DE	AL ID	DEAL NAME	PUBLIS	Media T	уре	Select Media Type	
		о рм	I-SGFV-7919	Audigent - CTV - Health and Fitness Enthusiasts Audience	Audigen	Publish	ier	Audigent ×	
			Audizent CD/ Feedle Fatherists			Deal ID	Status	Select Deal ID Status	
		O PM	1-ZEQU-9101	Audience	Audigen	⊕ A	dd Filter Cle	ear Filters	
		🧿 РМ	1-DQYR-0500	Audigent - CTV - DIYers Fans Audience	Audigent	t	N/A	\$18.00 - \$30.00	Video
		о рм	I-FUOY-1515	Audigent - CTV - Cooking Fans Audience	Audigent	t	N/A	\$18.00 - \$30.00	Video

- 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).