

How Audigent and the Power of Curation Unlocked Efficient Reach for Boiron

Audigent partnered with Boiron, a major player in the homeopathic market, to increase Awareness and drive efficient cost per acquisition (CPA) for Boiron’s Oscillococcinum product .

Through SmartPMPs and CognitivePMPs, Audigent helped the brand connect with new prospective Oscillococcinum buyers across Display and Video.



The Challenge

- Boiron needed to

 - Drive low-cost customer acquisition
 - Identify and reach new prospects at scale
 - Find privacy-compliant targeting solutions
 - Enable real-time campaign optimizations



The Solution

Audigent's curation approach combined data and inventory into scaled multi-pub PMPs with key advantages:

- **Cost Efficiencies** through dynamic CPM pricing
- **In-flight Optimizations** not possible with traditional methods
- **Future-proofed Targeting** without reliance on cookies or MAIDs
- **Performance Improvements** through real-time data and supply optimization

Transformative Results

Exceeded Display CPA expectations by over 80%%

Exceeded Video CPA expectations by over 40%

Reduced Boiron’s historical data costs by 30%

Identified Top Performing Segments

Campaign Results

40%+

More Efficient CPA Than Goal



Incremental Reach



Increased Media Efficiency

2025

Future-Proof Strategy

smartPMP™

cognitivePMP™

Solution

Premium Audiences

- Cold & Flu Symptoms
- Cough, Cold & Flu Category Buyers
- Millennial Mothers



Curated Inventory

- Real-time Supply Optimization
- Pre-bid Optimization
- Cookieless Targeting with Hadron ID
- Multi-pub Private Marketplaces

“At Boiron, we are always exploring innovative approaches to strengthen our presence in a rapidly evolving marketplace. Partnering with Audigent allowed us to expand our reach and improve performance, without increasing our investment. Their curated data solution delivered meaningful results and quickly proved its value. Curation is now a core part of our go-to-market strategy, and Audigent has become a trusted partner in helping us drive continued growth.”

– Brian Wood, Digital Marketing Manager, Boiron

