

audigent[®]

Driving Viewership for Live Streamed Events



audigent®

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



Driving Awareness for a Live Streaming Event: Easter Sunday

Audigent was tasked with promoting awareness for a one-of-a kind Easter performance showcasing the talents of a high profile vocalist.

Set to live stream on YouTube on Easter Sunday, Audigent used the artist's core audience to reach his highly engaged fans across the programmatic landscape in order to drive awareness and anticipation for this unique event.

Tactics Used



Programmatic Video



Add-to-Calendar Ad Units



Connected TV

Campaign Highlights

By strategically placing the right ads in front of the right people at the right time, this live streaming event was able to capture the attention of new and current fans from around the world.

Live Tune-Ins

Over 2.8 Million peak concurrent viewers of performance

Total Views

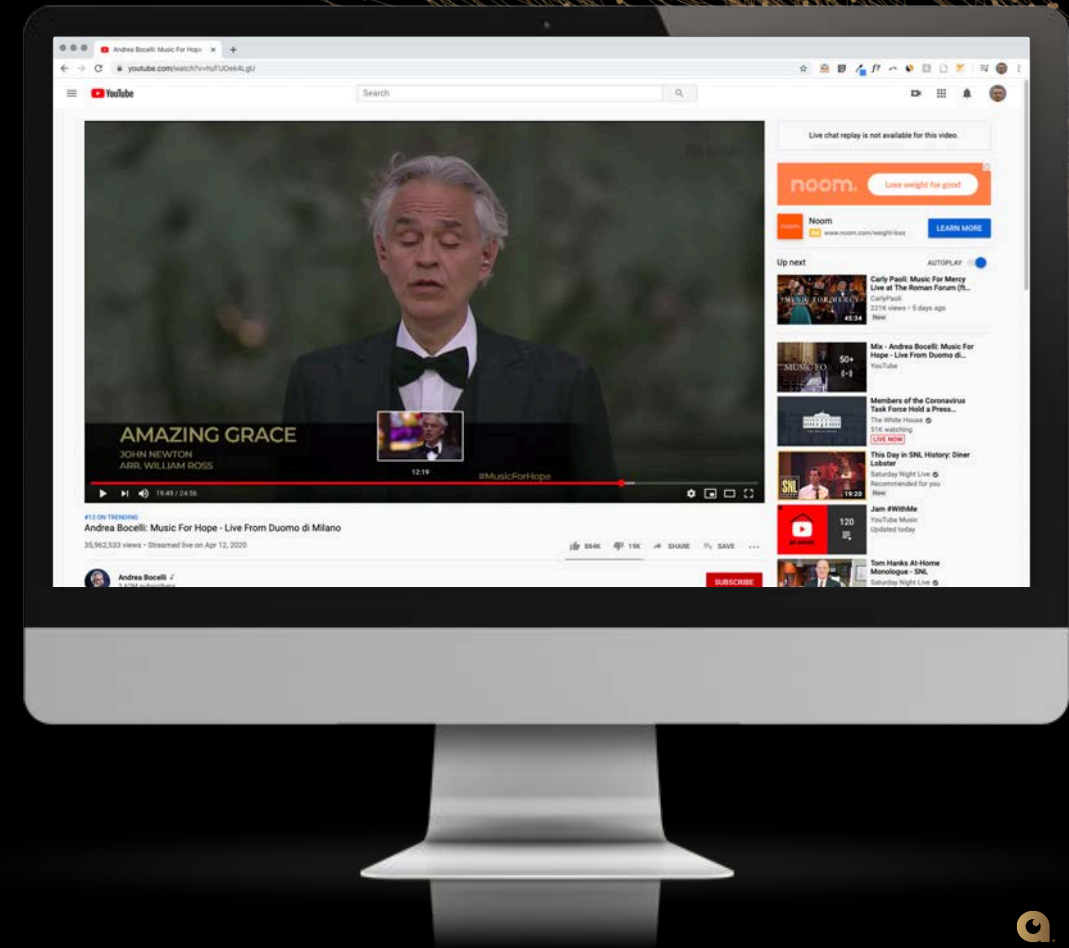
Over 35 Million Total Views

Record Setting

Largest audience for a classical live stream in YouTube history

Trending

#1 trending video on YouTube for three days



Incredible Reach

Over the course of the **three day campaign**, Audigent reached millions of people around the world to efficiently drive awareness for this can't-miss performance.

Unique Households

Over 5.5 Million Households reached in **3 days**
(without broadcast television)

Audience Growth

Over 1 Million new fans acquired and verified in artist's Audigent audience account

Audience Engagement

Engagement was evenly distributed across every age demo

Calendar Reminders

Over 6,032 people set calendar reminders via interactive ad






Driving Programmatic Success

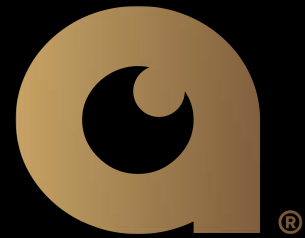
Exceeding benchmarks across the board, Audigent's trading team and audience specialists played a pivotal role in making sure that people around the world tuned-in for this special event.

Record Breaking Tune-In:

One of the Biggest Live Streaming Events in YouTube History

		Impressions Served	Total Clicks	CTR Benchmark	CTR Performance	VCR Benchmark	VCR Performance
	Programmatic Video	3,613,803	5,691	0.10%	0.15%	60%	68%
	Add-to-Calendar Ad Units	1,071,822	26,092	0.10%	2.43%	60%	97%
	Connected TV	909,283	--	--	--	90%	97%





For more information about how to successfully drive
tune-in for upcoming live stream events contact
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