

Audigent Now Powers Digital Trends Media Group’s Premium **First-Party** Audiences Across the Programmatic Ecosystem

Uniquely positioned at the forefront of technology’s newest age, Digital Trends Media Group creates content that is designed to entertain as much as it informs; speaking to the audiences that matter most, about the innovations that deeply affect their lives.

Through Audigent’s direct integrations with the industry's leading DSPs and SSPs, Digital Trends’ premium first-party audiences can now be accessed within leading marketplaces, as well as activated against premium **curated inventory via SmartPMPs™**.



Demo Breakdown

21.8M

First-Party Audience

\$101K

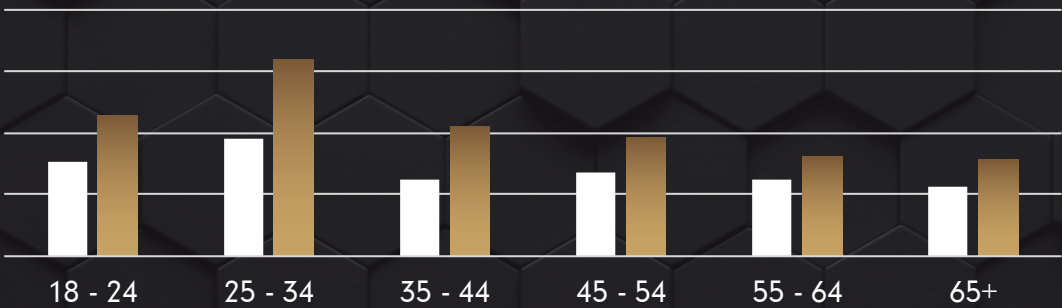
Average HHl



40%



60%



Digital Trends Core Audiences

Activate some of the most highly engaged tech-focused audiences with Digital Trends’ exclusive first-party segments.

- News
- Computing
- Reviews
- Home Theater
- How To
- Apple
- Android
- Spanish



In-Market Segmentation

From phones to cars, Audigent has created highly targeted in-market segments designed to reach shoppers across the programmatic landscape.

- Financial Services
- Auto
- Phones
- Travel
- Laptops
- Computer Accessories
- Home Décor



Affinity Segmentation

Audigent empowers brands to go beyond content consumption patterns by leveraging deep affinity-based insights to connect with audiences around their core passions.

- Value Shoppers
- Tech Lovers
- Movie Fans
- DIY
- Home Chefs
- Business Professionals
- Sports Fans



Interest Segmentation

You can now leverage Digital Trends’ interest-based segmentation in your upcoming media campaign to reach highly engaged fans and consumers.

- Electric Vehicles
- Online Video
- Soccer Fans
- Celebrity News
- Cooking
- American Football

digitaltrends Data Activation

Audiences are actionable across all channels and platforms.



CTV



Programmatic Video



Social Channels



YouTube



Programmatic Audio



Programmatic Display