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# halo™

In a cookie-less world, HALO™ drives revenue for publishers by making their audience data and inventory actionable for media buyers on their DSPs of choice.

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## Turbocharging the Bidstream

In a world where DSPs are no longer able to provide granular 3rd party data to media buyers, the ability to provide audience data will shift to publishers and their SSP platforms to provide at the time of bid.

HALO™ is a game-changer for real time audience identification, and RTB headerbidding - turbocharging the bidstream with targeted DMP and PMP segmentation.



**Driven by Data**

HALO™ drives revenue by fusing unparalleled levels of data and insights into publisher bid requests. Unlike any other DMP, Audigent goes above and beyond current bidstream models by including 1st party data, contextual data, site-level data, and more - driving real time bidding demand, higher bid volume, and higher pricing.

Icons: 1st Party Identity, Deterministic Identity, Contextual Identity, HALO™ logo, and a stylized 'M' logo.



# Product Highlights



## First-to-Market Cookie-Less Identity Platform

No 3rd party cookies required. HALO is a next-gen platform that builds cookie-less data actionability from the sell side.



## Turbocharging Publisher Bidstreams

Real time bid request enrichment turbocharged with audience data and context that drives both the volume of RTB auction bidders and higher pricing.



## Unified Data Made Actionable

1st party data, site-level data, contextual data, anonymized CDP data, CMS/Content data, page-event data and Audigent's device graph data – all made actionable at bid time.



## Driving Audience & SmartPMP™ Revenue

HALO™ specifically shares your relevant DMP segment and PMP deal IDs at bid time so you can drive both audience and inventory monetization.



## Low-latency Fast Decisioning

Zero external server calls to 3rd party clouds on either page load or ad request with all decisioning sitting client side and within our partner's stack – super fast, super low latency.



## More Than Compliant, Virtuous

With our distributed HALO™ database and "read-only" HALO™ identification tools sitting within the publisher stack – data goes in, but never goes out. Both user and site-level data are never shared with third parties or stored – ensuring not just full compliance with GDPR and CCPA but going beyond to protect user privacy.



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