

# 1st Party Data Platform for Publishers

Providing publishers with an omnichannel view of their audiences, developing actionable segmentation while driving revenue.

REQUEST DEMO

CASE STUDIES



## Data Diligence

Every banked ID within Audigent's system is fully anonymized and encrypted. The world of Big Data is full of opaque partners and practices, but Audigent prides itself on being 100% GDPR and CCPA compliant. Audigent's ideals are based on a rigid set of standards that were built to set an example for the rest of the data community. This means we don't collect any Personally Identifiable Information; no names, no emails, no addresses, and everything is opt-in only.

Audigent's tech stack solves three of the biggest hurdles faced by publishers

AUDIENCE IDENTIFICATION

DATA MONETIZATION

AUDIENCE EXTENSION

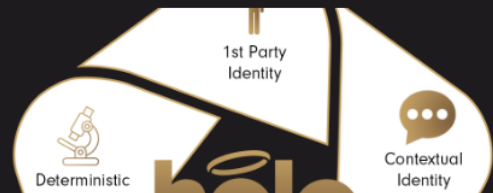
AUDIENCE IDENTIFICATION

DATA MONETIZATION

AUDIENCE EXTENSION

## Identity System

Deterministic identity is about to make a major shift with the Publisher becoming the "source of truth" for audience and how brands target and reach them through their DSPs.



HALO's™ unique 5-point identity system helps Audigent to effectively identify audiences across distributed publisher and SSP Networks to ensure their bidstream can be turbocharged with the proper DMP segments and PMPs for each impression.

Identity

HALO™



Probabilistic Identity



Content Identity

HALO ID

## Lifestyle

Over 420 MM device IDs across 4,700 lifestyle segments



Outdoor Enthusiasts  
87,085,923 Banked IDs



Fashionistas  
71,257,531 Banked IDs



Travel Enthusiasts  
116,070,923 Banked IDs



Tehnophiles  
98,389,217 Banked IDs



Luxury Shoppers  
95,553,324 Banked IDs



Beauty Mavens  
80,320,414 Banked IDs



Foodies  
111,867,825 Banked IDs



Business Professionals  
105,323,473 Banked IDs

## Entertainment

- 200+ Films
- 150+ Actors
- 190+ TV Shows

Streaming audiences are in high demand across devices and platforms. Combining data sets with Audigent's TV and film partners connects your audiences directly with content streaming.

With exclusive partnerships with top tier entertainment publishers, you will be able to provide clients with insightful audience segments based on the television shows and movies that they love most.

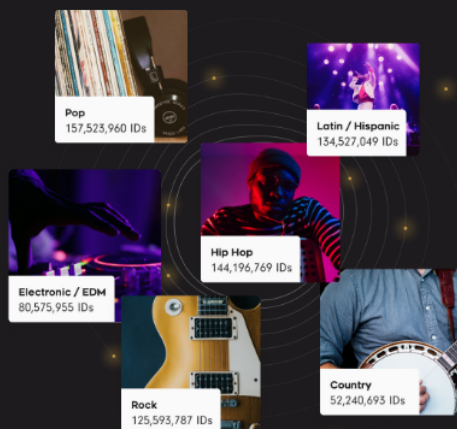
**TV Lovers**  
333,151,752 IDs

**Entertainment Streamers**  
75,651,200 IDs

**Movie Lovers**  
539,691,393 IDs

# Music

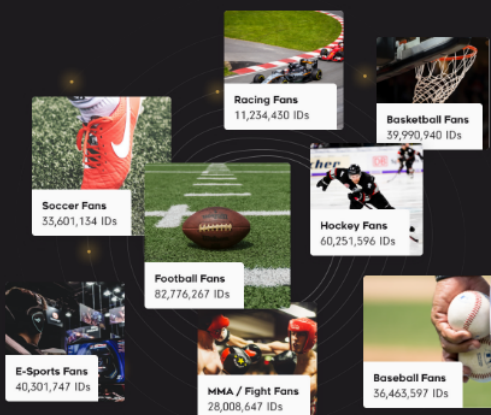
Over 600 MM Banked IDs Across Over 11,000 segments



# Sports

- Over 240 Individual Athletes
- 24 NFL Teams
- 20 NBA Teams
- 14 MLB teams
- NASCAR
- Soccer
- NHL
- Gaming Platforms and Consoles

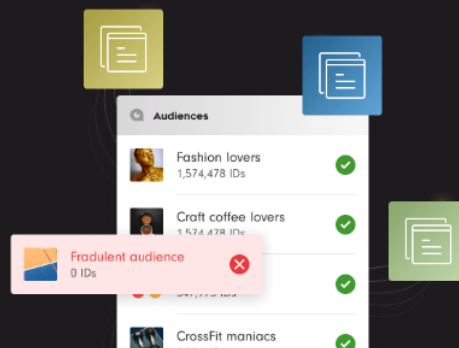
These highly engaged audiences don't just have a deep affinity for sports - they are spenders with disposable income - making them very valuable for brands and media agencies.




# Audit & Verification Tool

Audigent's partners have access to our Audience Verification Ledger where they are able to see detailed audience reports showing where all of the audience data is coming from.

Audigent creates custom audience segments from the ground-up on a device basis using only deterministic insights.



This one-of-a-kind verification and audience auditing tool provides unparalleled granularity and transparency compared to any other data provider.



Smart OTP  
Halo

Data Platform  
Smart PMP Search

Opt-Out

**UK**  
47 Churchfield Road  
London, England, UK  
W3 6AY