

EQUATIV

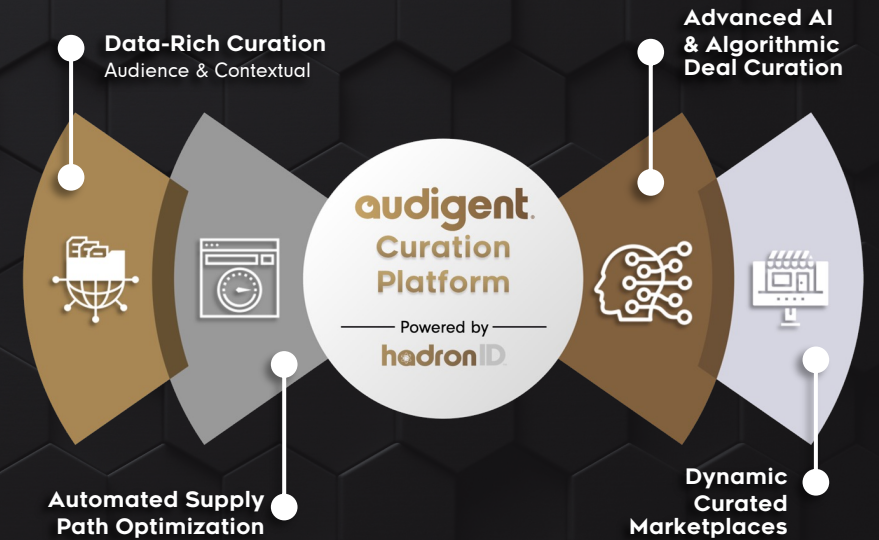
audigent[®]

Curated Marketplaces

The Leading Data Activation, Curation, and Identity Platform

Audigent is the first data provider to recognize the power of applying first-party, contextual, and cognitive data directly against curated inventory from the supply-side.

Now integrated with over 20 of the industry's leading SSPs, Audigent is excited to be a leader in the curation space while providing value and solutions to the entire ecosystem.



Curation Driven by Innovative Products

smartPMP™

Powered by first-party audience data from our premium publisher partners like PMC, Digital Trends, a360, and more.

contextualPMP™

Audigent's contextual tool is used to create powerful, cookieless and deviceless PMPs that are designed to connect with your target audience across contextually relevant inventory.

cognitivePMP™

Powered through predictive audiences, perfect for B2B, Insurance, Life Stage, Interest-based campaigns (and more..)

Exclusive, Highly Engaged First-Party Audiences

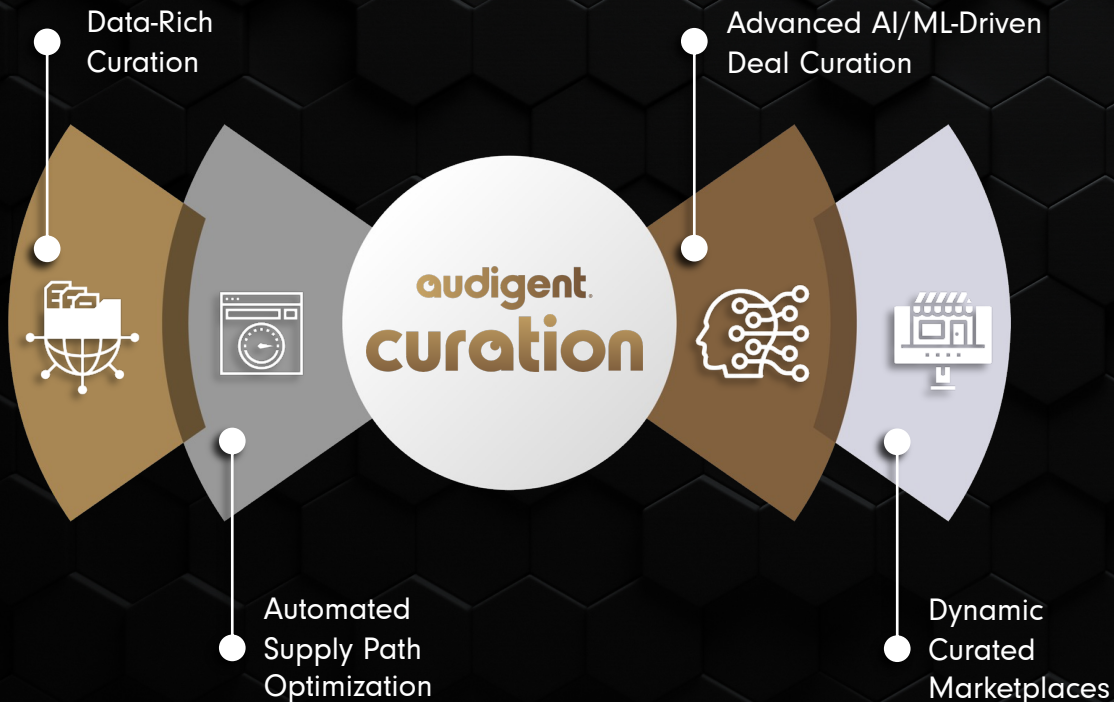


Premium Data Partnerships



The Power of Curation

Audigent helps clients realize the full potential of media and data assets by creating an addressable, safer and more performant supply chain



Rich with Data

Curated deals by their very nature are enriched with first-party, contextual, and cognitive data vs. the “dumb pipe” of the open exchange



Fully Aligned Supply Path

Curated deals are unique in their ability to be optimized from both the supply-side (SSP) and the demand-side (DSP), while open exchange-rooted campaigns can only optimized from the DSP.



Better Performance

The ability to apply rich first-party, contextual, and cognitive data sets directly against curated inventory, combined with the ability to optimize from the supply-side, is proven to drive better performance across digital media campaigns.



Better Pricing

PMP pricing is determined by bid floors and curation fees **only**. Removing detrimental bid shading practices, as well as unfavorable first and second auction bid dynamics.



Futureproof Solution

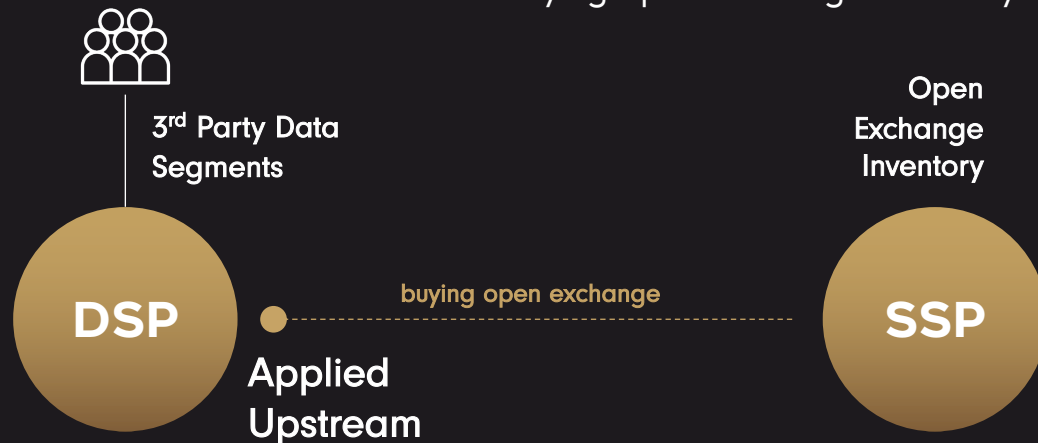
Curated markets are powered by futureproof targeting technologies including, but not limited to, first-party data, contextual data, and cognitive data.

SmartPMPs Are Pioneering A New Data Paradigm Driving Performance & Value Downstream

Fyllo & Audigent's SmartPMPs provide advertisers with a cost-effective, futureproof supply of targeted, curated inventory in a world without 3rd party cookies.

Old Way

Apply 3rd party cookie data upstream at the DSP level and buying open exchange inventory.



DMP Segments will lose 60-70% of their ability to target open exchange inventory post-deprecation of 3rd party cookies.

New Way

Apply cookieless data downstream directly to SSP inventory and buy PMP deal IDs.



Futureproof your targeted inventory supply!



SmartPMPs Enable Optimization Better Than Open Exchange

Old Way

3rd Party Data Segments Applied To Open Exchange Inventory

- ⊗ DMP Segments are Static
- ⊗ Optimization is Completely reliant on DSP/Bidder
- ⊗ Cannot Optimize within Audience Composition
- ⊗ Segment Marketplaces are Reliant on 3rd Party Cookies
- ⊗ Filtration Focused causing diminished scale and lost opportunity for buyers
- ⊗ Each New Campaign Starts from Scratch

ZERO AUDIENCE/CONTEXTUAL DATA OPTIMIZATION

ZERO SUPPLY PATH OPTIMIZATION

New Way

Data Directly Applied Against Inventory w/ Supply Path Optimization

- ✓ Optimized in real-time
- ✓ Automated, algorithmic supply path optimization with AI/ML
- ✓ Optimize audience and inventory composition of deal IDs
- ✓ Cookieless and futureproofed
- ✓ Dynamic audience recognition increases performant scale
- ✓ Historical Data Optimizations Applied to Future Deals

REAL TIME AUDIENCE/CONTEXTUAL DATA OPTIMIZATION

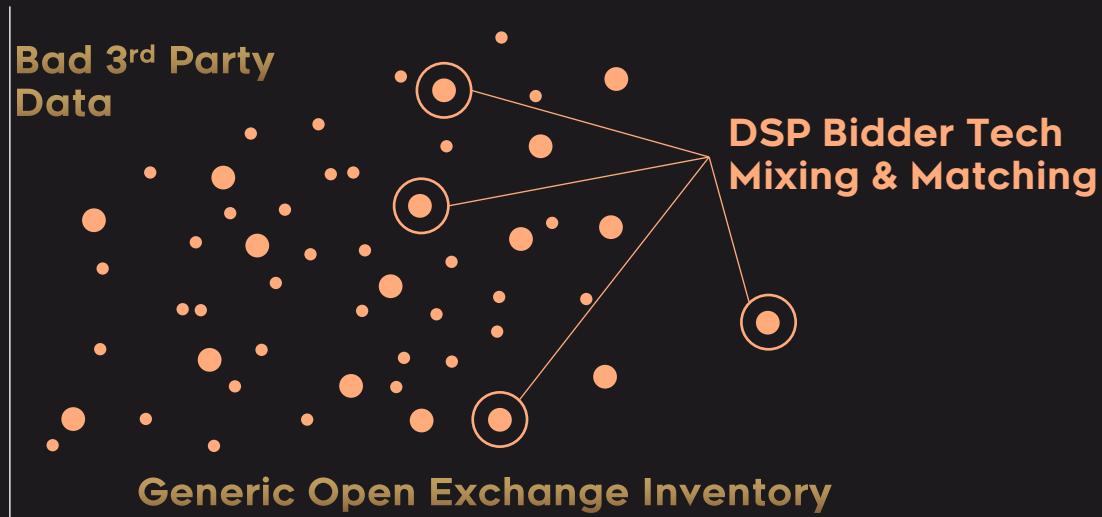
DAILY SUPPLY PATH OPTIMIZATION



SmartPMPs Enable Inventory Curation & Targeting Better Than Open Exchange

Old Way

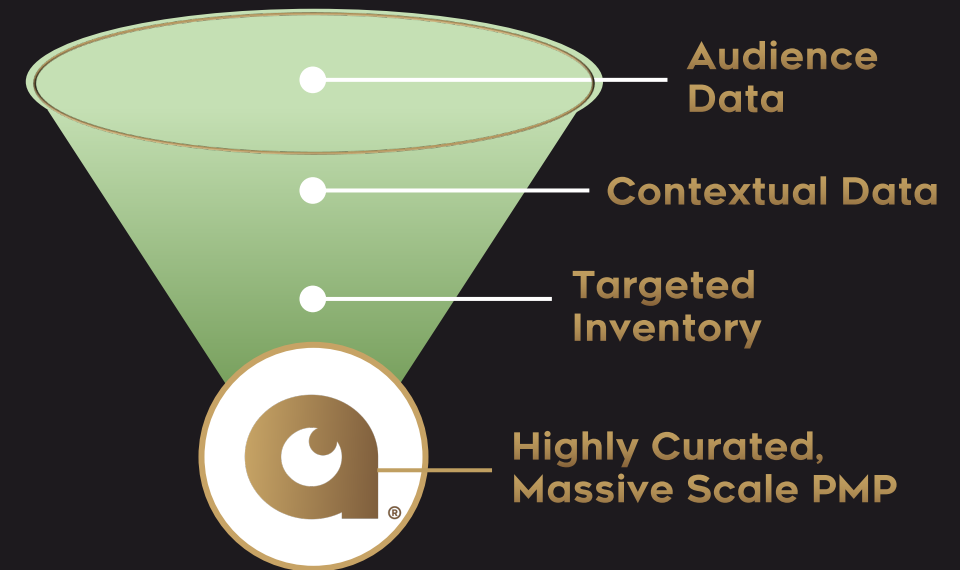
“Shotgun” Approach To Open Exchange Inventory



ZERO Inventory Curation

New Way

Targeted, Curated Multi-Publishers Marketplaces

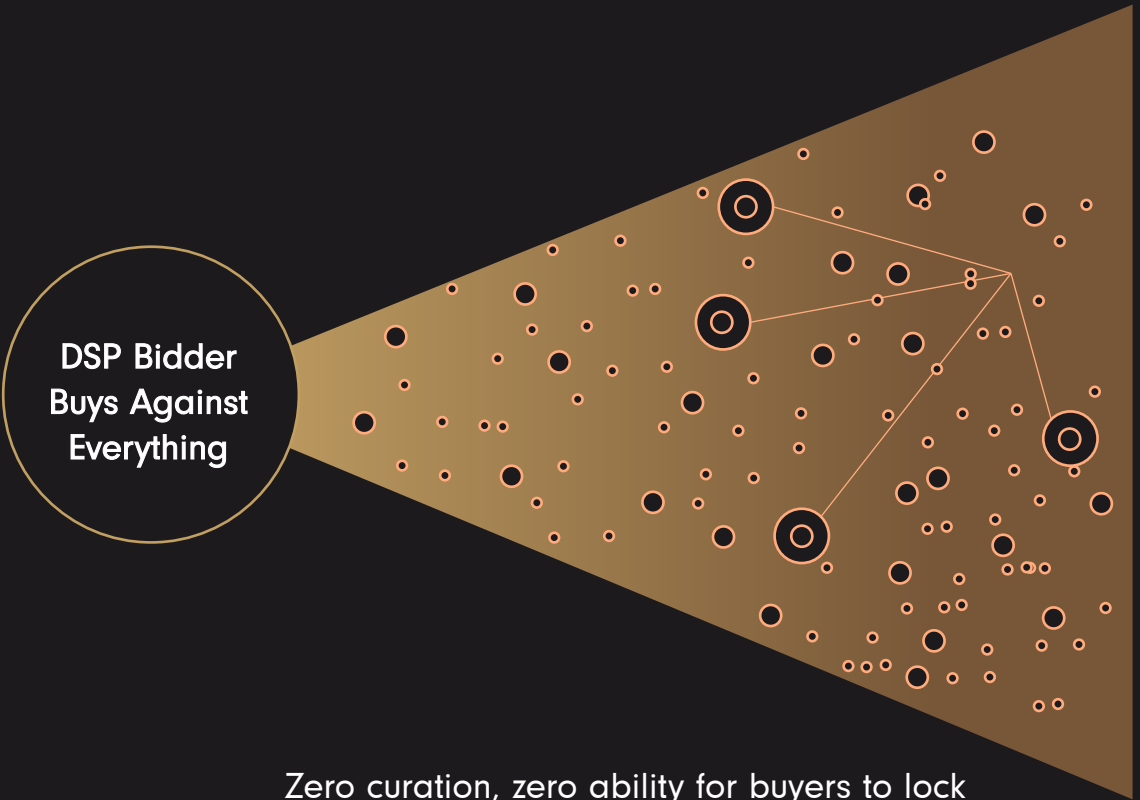


Allows Audigent To Package Up To 100,000 Targeted Publishers & Pages Into A Single Deal



Old Way Open Exchange

Open Exchange Inventory
Is A "Shotgun" Approach



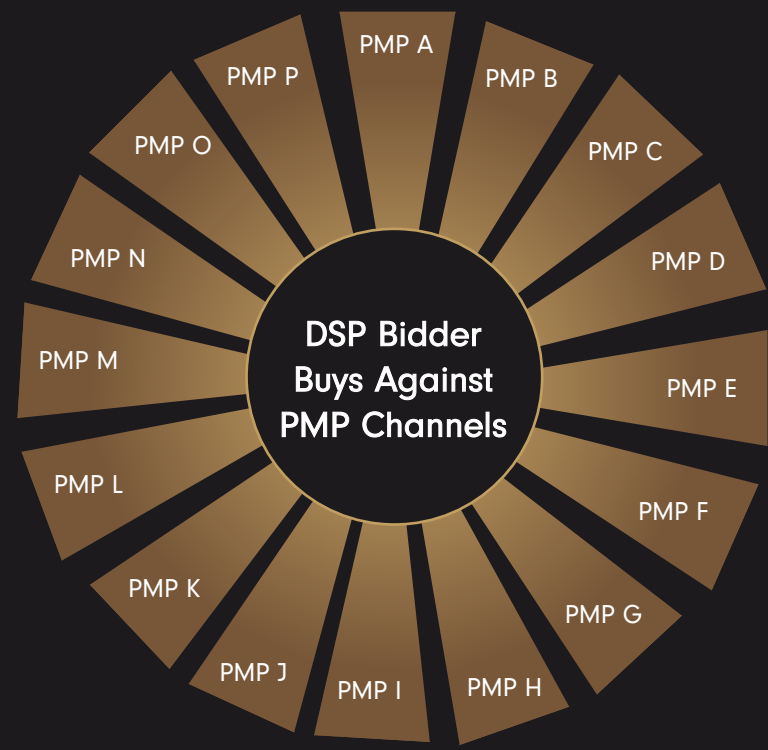
Zero curation, zero ability for buyers to lock into high performing channels every impression is a "one-off"

New Way Curated Exchange

Targeted, Data-Curated
Multi-Publishers Marketplaces

Cookieless
Futureproof

Premium
Audience and
Contextual
Channels



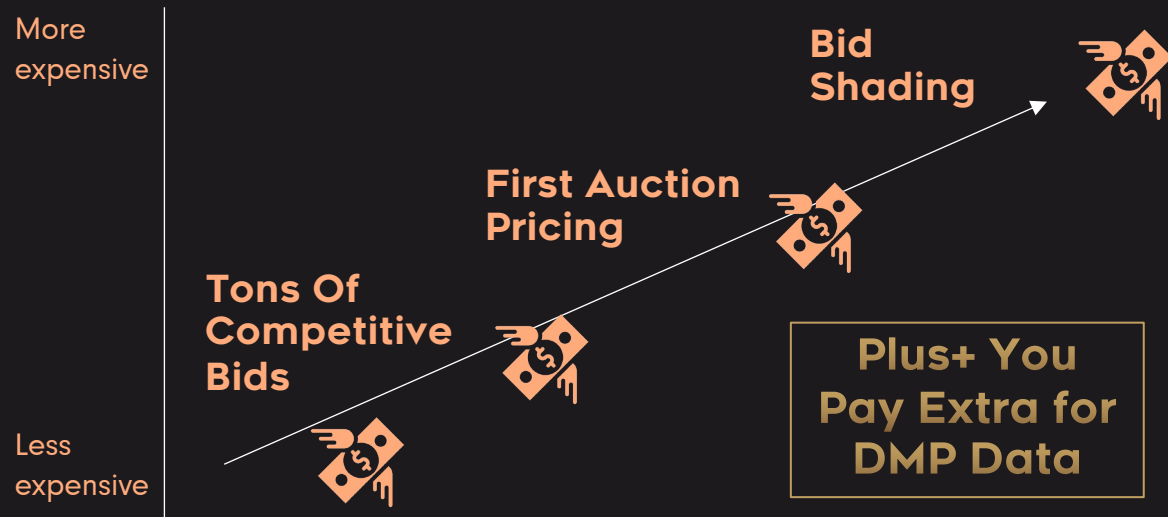
Highly curated, dynamically optimized inventory allowing buyers to lock into performance & scale



SmartPMPs Enable Better Transparency Around Pricing

Old Way

Open Exchange Inventory Suffers From Unfavorable Bid Dynamics



SSPs Drive Huge Profits From Open Exchange With Little Transparency

New Way

Curated PMPs Have Superior Pricing Transparency

Clients Pay Only:

Open Exchange
Bid Floor
+
Data Fee

No Shady Bid Dynamics

Fairly Priced Data + Inventory In One Cost Effective Package - Without The Shady Bid Dynamics



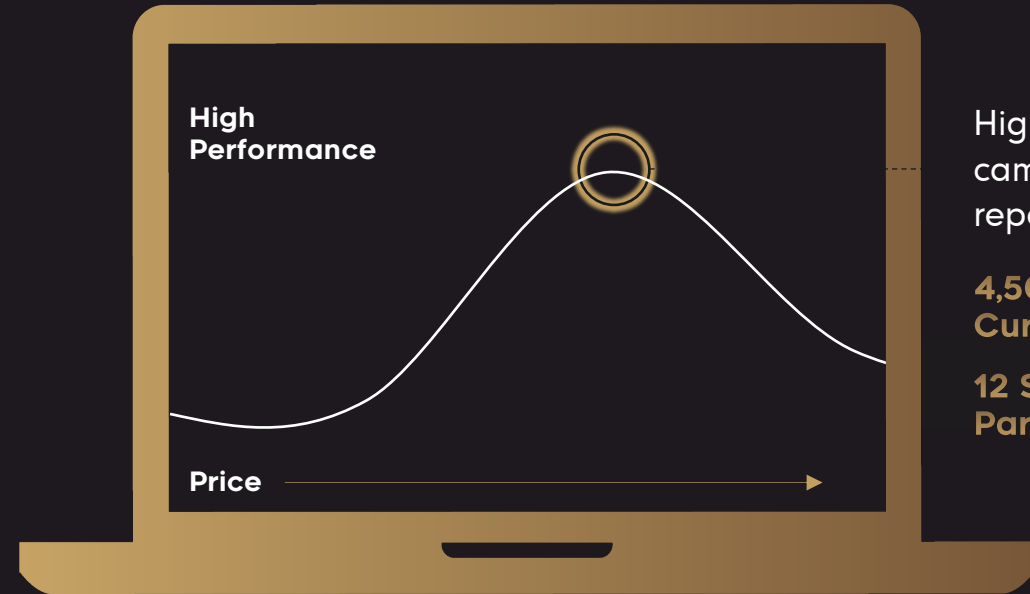
Take Control of Supply Path Pricing to Drive and Maximize Performance

Most supply partners think of optimization with one function in mind, price. What most are missing is that true performance optimization is multidimensional and difficult to scale/sustain, especially across multiple channels.

As the first to market with **SmartPMPs™** and **ContextualPMPs™** Audigent has spent the past 2.5 years gathering, analyzing, and testing historical data patterns to refine omni-channel performance optimization.

By focusing not only on price but also performance and scale, Audigent has increased ROI and surpassed KPI benchmarks for demand partners leading to consistent, recurring media investment.

Best of all, Audigent has also focused resources to build AI/ML stacks that automate deal optimization and drive optimal outcomes at scale.



High performing campaigns result in repeat business

4,500+
Curated Deals

12 SSP
Partnerships

Focusing on both price and performance produces better results for all

Marketplace Deals

EQUATIV | **audigent**



The intelligent marriage of premium 1st party data sets and premium inventory pre-packaged together as a single, easy-to-buy deal ID.

Deal Name	Deal ID	Avg Floor	Recommended Bid
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display SmartPMP - Entertainment / Music / Sports US	327795066492	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display SmartPMP - Tech / Gaming US	517851746320	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display SmartPMP - Fashion / Beauty / Wellness US	625440175463	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display SmartPMP - Business / Finance US	686642130460	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display SmartPMP - Home / Garden / Food US	715455112922	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video SmartPMP - Entertainment / Music / Sports US	317538739921	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video SmartPMP - Tech / Gaming US	772778217324	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video SmartPMP - Fashion / Beauty / Wellness US	846671445555	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video SmartPMP - Business / Finance US	656820193141	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video SmartPMP - Home / Garden / Food US	861617844753	\$8.00	\$15.00

contextualPMP™

Cookieless and deviceless PMPs that are designed to connect with your target audience across contextually relevant inventory.

Deal Name	Deal ID	Avg Floor	Recommended Bid
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display ContextualPMP - Business / Finance US	431114905157	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display ContextualPMP - Entertainment / Music / Sports US	139411498867	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display ContextualPMP - Fashion / Beauty / Wellness US	523668576801	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display ContextualPMP - Home / Garden / Food US	238383214899	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display ContextualPMP - Tech / Gaming US	785856849979	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video ContextualPMP - Business / Finance US	281889432343	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video ContextualPMP - Entertainment / Music / Sports US	227562375981	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video ContextualPMP - Fashion / Beauty / Wellness US	150893005905	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video ContextualPMP - Home / Garden / Food US	887381225331	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video ContextualPMP - Tech / Gaming US	190181093817	\$8.00	\$15.00

cognitivePMP™

Powered by Comscore predictive audience data.

Deal Name	Deal ID	Avg Floor	Recommended Bid
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display CognitivePMP - Entertainment / Music / Sports US	150121942529	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display CognitivePMP - Tech / Gaming US	368344324902	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display CognitivePMP - Business / Finance US	568432754964	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display CognitivePMP - Home / Garden / Food US	332816196829	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Display CognitivePMP - Fashion / Beauty / Wellness US	387323214519	\$2.00	\$4.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video CognitivePMP - Entertainment / Music / Sports US	778803577919	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video CognitivePMP - Tech / Gaming US	177793699506	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video CognitivePMP - Business / Finance US	986819353309	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video CognitivePMP - Home / Garden / Food US	686531200160	\$8.00	\$15.00
Audigent & Equativ - AUD-028725 - Equativ - Multiple Brands - Video CognitivePMP - Fashion / Beauty / Wellness US	822111605257	\$8.00	\$15.00

The background features several thin, white, wavy lines that curve across the frame. Small, glowing yellow-orange dots are placed along these lines, creating a sense of motion or data points. The overall aesthetic is clean and modern, typical of a professional presentation.

Set Up & Best Practices

Successful Deal Set Up

In order to ensure your PMP deals scale and perform to their best potential – please follow this guideline.

First, Make sure that SSP & DSP targeting parameters work in coordination. If targeting is too restrictive on either end it can cause bid blockage during activation. It is key to have concrete targeting goals so that they can be properly applied for optimal DSP/SSP communication.

Select & Isolate the Deal

Isolate the deal to its own line item, ad group, campaign, etc. – allowing you to specifically bid on the deal and ensures bidder does not improperly budget across other tactics. This enables the ability to optimize towards individual deals and KPIs accordingly.

Confirm Campaign Goals

Align on clear goals and KPIs to inform supply-side optimizations

Limit Additional Data / Filters

Applying additional data sets and audiences within the same line item can cause interference for deals and limit scale.

Audigent applies viewability and brand safety filters in the SSP during deal configuration, including ads.txt compliant filtration.

Avoid Advanced Logic

Clients should avoid using advanced bidding logic in favor of fixed bids based off of pre-curated deals.

Troubleshooting: Common Issues

Low Number of Bid Requests

If you are seeing only a few bid requests for the deal, then it indicates a potential issue with deal configuration on the supply side.

This can also be a result of tight audience targeting, inventory targeting, or both.

Recommended Course of Action:

- Confirm with Advertiser that there are no issues with the audience within the SSP and that it is showing scale.
- Check on deal configuration and ensure targeting set up is not too restrictive.
- Check to see if the proper inventory format and creative placement requests are being sent through the deal.

Low Win Rate

If you are observing plenty of bid requests from the deal but little to no matches/bids/wins, it is a good indication of an issue in DSP targeting configuration.

Recommended Course of Action:

- Check to ensure you are bidding high enough
- Check budgeting / pacing
- See if there are constraining 3rd party audiences on top of the deal. Audiences are already applied to the deal, so there is not a need to layer on additional audiences
- Check to see if there are other prebid/targeting filters being applied to the deal in the DSP
- Check the bid rate and frequency capping to ensure it is not restricting bids
- Confirm that the line item, campaign, or ad group targeting the deal is activated

Maximizing PMP Performance

Communication and Transparency are key. Fully understanding client needs and keeping a consistent level of communication allows for easier adjustments to the deals if necessary.

1 Establish & Share Daily Reporting

Data and Performance sharing are key to driving success. Not all SSP to DSP connections allow for the pass back of performance metrics especially for sale/conversion-based goals or offline attribution. Depending on the campaign goals as well as DSP and SSP of choice, advanced optimization may require a performance reporting feed directly from the client.

Required Reporting Fields:

- Spend
- Impressions
- Viewable Impressions
- Clicks
- Video Completes
- Geo
- Domain
- Date

2 Frequent Review

Frequent review and monitoring of deal activity is important to ensure that no adjustment/optimizations being implementing are causing delivery issues.

3 Time to Optimize

Like most programmatic campaigns, optimization requires data and time to take full effect. It is recommended for a deal to run at least 2 weeks to obtain ample data for optimization.

Dedicated Email Alias

optimization@ses.audigent.com

Appendix

A decorative graphic consisting of several thin, white, curved lines that sweep across the page from the bottom left towards the top right. Small, glowing yellow dots are placed at various points along these lines, creating a sense of motion or a path.



audigent[®]

The leading data activation, curation & identity platform

Audigent: A Brief History



Audigent began as an industry leading, next-gen DMP built around privacy and data activation for premium publishers



First-to-Market, Pioneered **smartPMP**

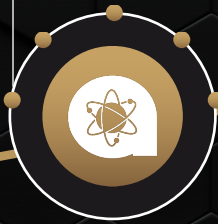
First-to-Market, Pioneered **contextualPMP**

Direct Integrations with:

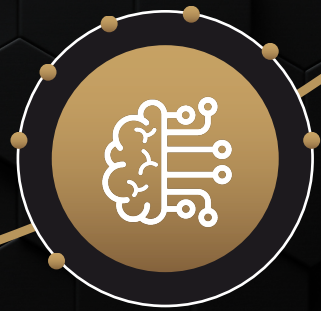
- 20+ major SSP Platforms
- 7+ Data Marketplaces

#1 Revenue generating partner for curated PMPs with 3+ major SSPs

hadronID



Audigent's Hadron ID™ is the first Cookieless Identity Platform to offer futureproofed PMP deals with open ID interoperability



Exciting growth beyond programmatic and social into CTV

Automated Supply Path Optimization & AI/ML-driven Deal Curation



A Curated Future

Leading the Field in Data Diligence

FULLY
ANONYMOUS



ZERO DATA
SHARING

Every device ID within Audigent's system is **fully anonymized and encrypted**. There is no personal information within the Audigent platform.

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. Zero underlying data is ever shared outside of the platform.

NO P.I.I.
COLLECTED



Audigent prides itself on being 100% GDPR and CCPA compliant.

This means we don't collect any Personally Identifiable Information; no names, no emails, and no addresses.

CASE STUDY

smartPMPTM

contextualPMPTM

**Audigent data-rich, multi-publisher PMPs
outperform open exchange inventory.**

**Comparable Cost
Better Performance
Better Value & Efficiency**

SmartPMPs™ Outperform Open Exchange Inventory with Data Applied at DSPs

Audigent has run dozens of tests and configurations buying Audigent data applied downstream to SmartPMPs™ head-to-head with our own data applied to open exchange inventory upstream at the DSP level (using multiple DSPs and exchanges).

Data applied downstream to curate SmartPMP™ deal IDs significantly outperformed data applied to open exchange inventory at the DSP level.

SmartPMPs™ outperformed and were more efficient than applying data to open exchange inventory.

Cost

Costs on CPM basis are comparable

- On some exchanges, average SmartPMP™ costs were the same or lower (up to 20% lower) on a CPM basis as compared to open exchange inventory. On other exchanges, costs were comparable or slightly higher on an absolute basis.*

Performance & Efficiency

In all cases, SmartPMPs™ with data applied downstream outperformed and were more cost-effective overall than open exchange inventory:

Cost Per Click: 12% - 67% lower CPC

Click Through Rate: 1.6x – 2.5x higher CTR

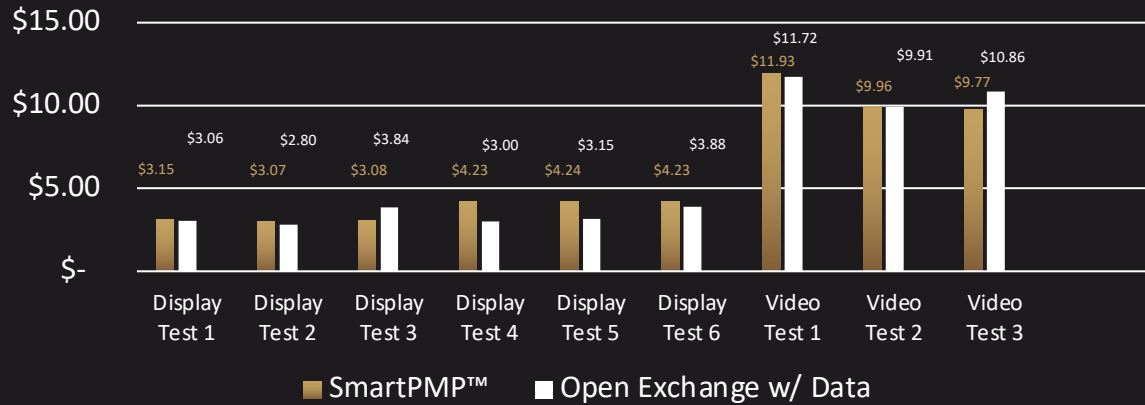
Video / VCR: 12.5% - 42% higher completion rates

* Even on exchanges where CPM prices were higher for SmartPMPs™, SmartPMPs™ still consistently drove better overall cost efficiencies for clients with superior performance.

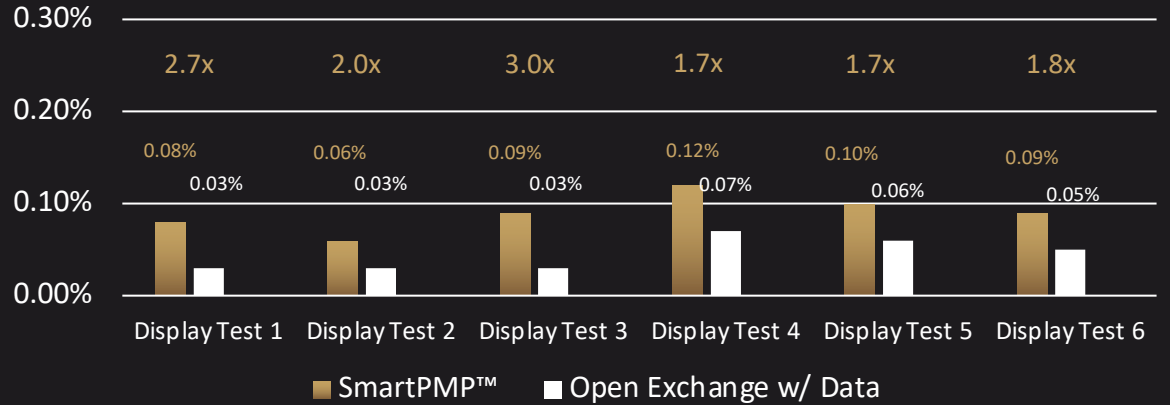
SmartPMPs™ Drive Efficiency and Performance

Audigent's SmartPMP™ tests resulted in both better performance and increased efficiencies for campaigns run against traditional audience data segments applied upstream from the DSP.

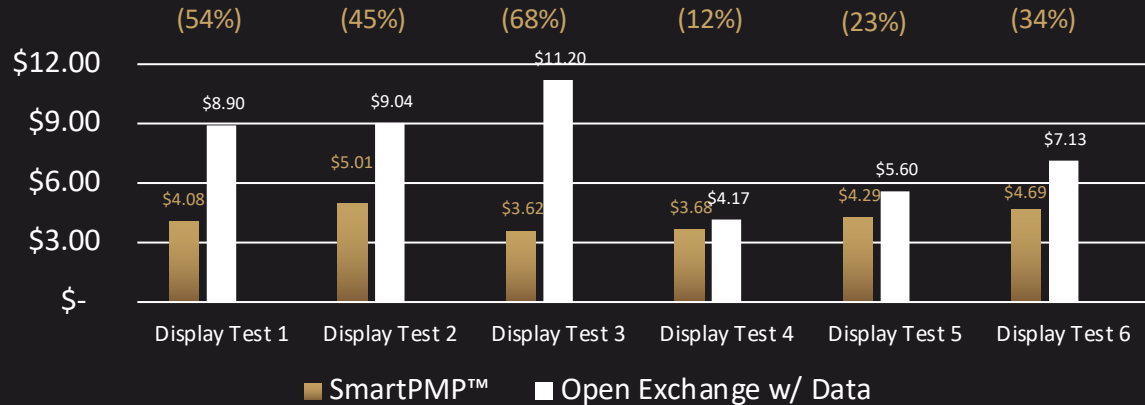
COMPARABLE PRICE



CONSISTENTLY BETTER CTR



CONSISTENTLY LOWER CPC



CONSISTENTLY HIGHER VCR

