

CURATED MARKETPLACES

POWERED BY AUDIGENT

500+ PMPs

Available for immediate activation within Basis.
Projected to grow to 2500+ by Q4.

Industry-leading targeting solutions with premium data and inventory to drive scale, value and performance across verticals, KPIs and goals

Exclusive Audiences & Bespoke PMPs

In addition to the 500+ live deals available, advertisers can work directly with Basis and Audigent to create bespoke curated PMPs specific to their brand, product, and campaign needs.

smartPMP™

Powered by first-party audience data from Audigent's premium publisher portfolio and third-party data partners.

contextualPMP™

Powerful cookieless and deviceless PMPs 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..)

KEY PREMIUM PARTNERS

CONDÉ NAST

digitaltrends

VentureBeat

ACXIOM

EPSILON

EQUIFAX

comscore

a360media

Fandom

ORACLE

experian.

LIVE NATION

MEN'S JOURNAL

The Weather Company
An IBM Business

Leveraging Basis Curated Marketplaces powered by Audigent means surrounding your brand with premium content and an impactful experience that connects with a wide range of audiences, all in one place.