Audiens and Beeswax announce a partnership for the activation of 1st-party data in programmatic advertising.

Milan , 14 March 2019 – The Audiens Customer Data Platform and its new User Engagement Score feature - which qualifies each user profile based on brand interactions - is now integrated with Beeswax. Through this partnership, both products enable their customers to activate their 1st party segments directly via the Bidder-as-a-Service ™ programmatic media buying tool while adjusting bids for each user, and thus maximize performance.

Audiens is a Customer Data Platform that allows advertisers to aggregate, segment, and activate all of their 1st party data from the user journey. Aggregated in a single interface, it offers an overview of brand audiences and their evolution in the buying cycle. The "User Engagement Score" tool developed by the CDP allows each user profile to be assigned an engagement score based on its interactions with the brand and determined by a proprietary algorithm.

Beeswax offers a "bidder-as-a-Service" (BaaS) solution that allows advertisers to internalize their media buying activities by automating campaign activation processes and developing their own purchasing algorithms.

With the combination of these two technologies, advertisers will be able to:

- Internalize their media buying activities by keeping control of their proprietary data and internally operate their programmatic digital campaigns.
- Capitalize on their proprietary data by providing each audience segment with relevant and personalized communication, based on the history between the user and the brand.
- Optimize the profitability of their programmatic media investments by implementing bid rules based on the score assigned to each individual.

"This partnership will offer new opportunities for the many advertisers who have made the choice or who are about to internalize their media buying activities," said *Marko Maras, CEO of Audiens*. The integration between Beeswax and Audiens allows advertisers to associate audience ratings and customization of bidding rules, and therefore to develop dynamic and real-time bidding strategies for better budget allocation and greater process automation. "