

# Audigent Makes Deloitte Technology Fast 500™ for Third Consecutive Year as Curation Adoption Soars Across Ad Industry

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EINPresswire.com/ -- [Audigent](#), the leading data activation, curation and identity platform, today announced it ranked 292 on the [Deloitte Technology Fast 500™](#), a ranking of the 500 fastest-growing technology, media, telecommunications, life sciences, fintech, and energy tech companies in North America, now in its 30th year.



Audigent grew 399% during this period, placing it among the fastest-growing ad tech companies. This is Audigent's third consecutive year as a Technology Fast 500 award winner.

Audigent's chief executive officer and co-founder, Drew Stein, credits growing knowledge of the benefits of curation across the advertising industry as a major factor fueling the company's revenue growth. Curation is one of the biggest trends in the advertising industry, and provides an enhanced approach to injecting intelligence into digital advertising. As the industry's largest creator and operator of curated PMPs and curated marketplaces, Audigent's pioneering programmatic advertising offerings activate data from the supply side by packaging inventory and data together to deliver maximum addressability, performance and efficiency for media buyers.

"This is an unprecedented time in the evolution of the role of data in the advertising industry. Media buyers and sellers are looking for ways to future-proof their businesses without having to sacrifice precision or efficiency," Stein said. "In the past year we have seen interest in curation skyrocket as advertisers continue to look for smarter ways to reach audiences. Meanwhile, Audigent has partnered with more publishers and platforms – including Google – to unlock the potential that comes with curation."

"For 30 years we've been celebrating companies that are actively driving innovation. The software industry continues to be a beacon of growth, and the fintech industry made a strong showing on this year's list, surpassing life sciences for the first time," said Steve Fineberg, vice chair, U.S. technology sector leader, Deloitte. "Significantly, we also saw a breakthrough in

performance of private companies, with the highest number of private companies named to the list in our program's history. This year's winners have shown they have the vision and expertise to continue to perform at a high level, and that deserves to be celebrated."

"Innovation, transformation and disruption of the status quo are at the forefront for this year's Technology Fast 500 list, and there's no better way to celebrate 30 years of program history," said Christie Simons, partner, Deloitte & Touche LLP and industry leader for technology, media and telecommunications within Deloitte's Audit & Assurance practice. "This year's winning companies have demonstrated a continuous commitment to growth and remarkable consistency in driving forward progress. We extend our congratulations to all of this year's winners — it's an incredible time for innovation.

Overall, 2024 Technology Fast 500 companies achieved revenue growth ranging from 201% to 153,625% over the three-year time frame, with an average growth rate of 1,981% and median growth rate of 460%.

#### About the 2024 Deloitte Technology Fast 500

Now in its 30th year, the Deloitte Technology Fast 500 provides a ranking of the fastest-growing technology, media, telecommunications, life sciences, fintech, and energy tech companies — both public and private — in North America. Technology Fast 500 award winners are selected based on percentage fiscal year revenue growth from 2020 to 2023.

In order to be eligible for Technology Fast 500 recognition, companies must own proprietary intellectual property or technology that is sold to customers in products that contribute to a majority of the company's operating revenues. Companies must have base-year operating revenues of at least US\$50,000, and current-year operating revenues of at least US\$5 million. Additionally, companies must be in business for a minimum of four years and be headquartered within North America.

#### About Audigent

Audigent is the leading data activation, curation and identity platform. Audigent's pioneering data platform unlocks the power of privacy-safe, first-party data to maximize addressability and monetization of media at scale without using cookies. As one of the industry's first data curation platforms powered by its unique identity suite (Hadron ID™), Audigent is transforming the programmatic landscape with its innovative SmartPMP™, ContextualPMP™ and CognitivePMP™ products, which use artificial intelligence and machine learning to package and optimize consumer-safe data with premium inventory supply at scale. Providing value and performance for the world's largest brands and global media agencies across 100,000+ campaigns each month, Audigent's verified, opt-in data drives monetization for premium publisher and data partners that include: Condé Nast, Experian, Warner Music Group, MyCode, a360 Media, Fandom and many others. For more information, visit [www.audigent.com](http://www.audigent.com).

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