

# Diginus Ads Overview

Last Modified on 27/10/2026 10:52 am GMT

## What is Diginus Ads?

Diginus Ads is part of the Diginus Insight platform. It gives agencies managed access to programmatic and audience activation platforms, inventory, data and specialist support without requiring in-house capabilities.

## Is Diginus Ads a DSP?

No. Diginus Ads provides access to multiple programmatic platforms, audiences, data sources and inventory opportunities. Diginus Ads handles programmatic and audience activation. It also provides optimisation, reporting, insight and support. This means the approach can be selected around the client and campaign rather than forcing every brief through one technology.

## What channels can Diginus support?

Depending on the market, campaign and availability, supported channels can include display, video, native, mobile, connected TV (CTV), streaming TV, audio, digital-out-of-home (DOOH), premium publisher inventory and B2B or ABM activation.

## What targeting is available?

Depending on the platform and campaign, targeting options can include demographics, interests, behaviour, contextual signals, geography, retargeting, first-party data, third-party audiences, account targeting, B2B intent and professional personas.

## Why would an agency need Diginus Ads?

An agency may not need every capability today. The value is having additional expertise and routes to market available when a client brief goes beyond its current offering - for example, connected TV, programmatic video, premium inventory, ABM or B2B intent.

Diginus can support the agency so that it does not have to turn down the opportunity, refer it elsewhere or build everything internally.

## Why would an agency need Diginus if it already has a DSP?

That is a positive starting point because the agency already understands programmatic. Diginus can complement its current setup with additional platforms and capabilities, allowing the activation route to change based on the client, audience and campaign. It offers specialist inventory, data, B2B intent and managed support where it does not make sense to build internally. Think of additional capability, not replacement technology.

