

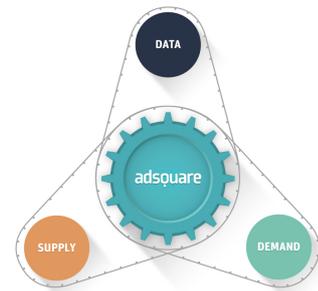
## Press Release

### Full Control and Transparency for Advertisers – adsquare Launches Mobile-First Audience Management Platform

- Self-service Audience Management Platform puts advertisers in charge
- Thousands of mobile, online and offline data points accessible
- Acxiom, Eventful, Experian, Nokia HERE and The Weather Channel among latest data brands

**Berlin/London/Paris 9<sup>th</sup> September 2015** – In parallel to this year's dmexco, adsquare presents its brand-new Audience Management Platform (AMP). The independent self-service tool offers advertisers full control and transparency, enabling them to create and combine data points from a vast array of trusted data partners and seamlessly activate them via their preferred buying platform.

*“In today’s programmatic environment, data is as important as media itself. The addition of mobile and offline data creates new challenges for advertisers” says adsquare COO Sebastian Doerfel. “Our Audience Management Platform enables advertisers to effectively navigate the tsunami of data that’s available for mobile programmatic advertising and provides marketers a truly holistic view of their customer.”*



The company was founded in 2012 as a solution to the lack of reliable data in a cookie-less mobile advertising ecosystem. With privacy at the core of adsquare’s DNA, it has matured from a location-focused audience targeting solution to a sophisticated big data player, encompassing mobile, online and offline onboarding capabilities. This guarantees advertisers don’t merely reach consumers in the right physical place, but engage at the crucial moment in the customer journey.

With adsquare’s AMP, advertisers can seamlessly select data from different providers, create their audiences through intelligently combining data points and activate these via their preferred buying platform. As well as pre-defined audience templates, the AMP offers the capability to tailor audiences for individual brand needs in just a few clicks, with a direct overview regarding reach and costs.

Premium audiences need premium data. In addition to the launch, adsquare has signed a number of top quality data providers to build the strongest data portfolio for mobile audience targeting available on the market. Among the best known are Acxiom, Eventful, Experian, Nokia HERE and The Weather Channel.

*“Acxiom connects data independent of channel and device with the goal to reach the customer and to optimize their experience”, says Carsten Diepenbrock, Managing Director of Acxiom Germany, “On-boarding this via platforms like adsquare fuels the programmatic advertising ecosystem and unlocks untapped revenue streams.”*

*“More data also means new challenges and choices for advertisers” says Tom Laband, CEO and Co-Founder of adsquare in a guest column on [ExchangeWire](#), “Get it right and bridge the mobile, online and offline realms and the result is a tidal wave of data that can power more effective mobile programmatic advertising.”*

The self-service Audience Management Platform will be released from beta in Q4. The data offering includes UK, France, Germany, Italy, Spain, Austria and Switzerland. Having recently hired a VP Demand Partnerships for EMEA and set up offices in Paris and London, the Berlin-based company now has its sights set on the U.S. with a New York office in the pipeline for Q4.

#### About adsquare

adsquare is the Audience Management Platform for mobile programmatic advertising, providing access to rich data at global scale. Our independent self-service platform gives advertisers and agencies full control to define audience segments and seamlessly activate them via their preferred programmatic buying platform. The real-time data stack enriches billions of bid requests from publishers and global supply partners such as MoPub, Smaato, Nexage or AppNexus and enables them to harness the real value of their users to boost monetization.

adsquare's sophisticated onboarding capabilities enable selected offline, online and mobile data providers to make their data accessible for all programmatic buying platforms in a secure and transparent way via one single API. Our technology divides the physical world into a multi-dimensional grid defined by millions of contextual data points and analyzes real-world consumer behaviour. The platform's ability to anonymize and analyze consumer data around location, context and mobile behavior has been awarded the ePrivacyseal, confirming its compliance with strict European privacy laws.

For more information visit <http://www.adsquare.com> follow @adsquarecom or contact [info@adsquare.com](mailto:info@adsquare.com)

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