adsquare

Press Release

adsquare Launches Data Alliance To Offer Deterministic Data For Mobile At Scale

Embargo Date: 30th of August 2017

Berlin/New York, 30th of August 2017: Mobile-first data exchange adsquare announced today the launch of the adsquare Data Alliance. The alliance comes as a result from the company's efforts to empower advertisers with accurate data, at scale. By aggregating deterministic data from app publishers and validated third-party data from the extensive list of adsquare's data partners, advertisers are now able to tap accurate audience data at scale. In addition to its open and private marketplaces, this strategic move puts adsquare in the role of a curator and trusted source. The audience segments are available via adsquare's self-service Audience Management Platform as well as directly through leading DSPs and DMPs.

For Tom Laband, CEO and Co-Founder at adsquare, the launch is an important strategic move: *"With an abundance of data in the industry being scattered through data silos, it's becoming increasingly difficult for advertisers to employ 1-to-1, people-based advertising at scale. The adsquare Data Alliance stands for both accurate data and reach and gives advertisers the freedom of choice."*

The adsquare Data Alliance allows access to a plethora of validated high-performing data, curated via an elaborate process of aggregation, normalization, optimization and activation of first- and third-party data. As a curator and audience expert, adsquare selects high quality data from its data exchange, validates it against industry standards and aggregates it into a standardized taxonomy. This will allow advertisers to use a smart mixture of first- and third-party data in a secure environment.

The adsquare Data Alliance offers a large set of segments, from demographic and interest data to brand affinities. The segments can be accessed via adsquare's self-service Audience Management Platform as well as directly via leading DSPs and DMPs. In addition, advertisers can use the expertise of adsquare team of data scientists and audience experts, to tailor custom audience segments for specific needs. A recent case study featured on Mediapost showed impressive results of adsquare's demographic data, outperforming the industry benchmark by 308 %.

Laband also reports that adsquare saw substantial growth for the first half of 2017. Compared to last year, the company saw revenue rise by more than 400 %, with its self-service platform being used by more than 2,500 users from more than 500 international companies, including all major agency groups. The mobile-first data exchange has been continuously adding new data dimensions to its offering, and has also increased the number of integrated data providers by 250%. Today, adsquare

is integrated with all leading buying platforms, including all omnichannel DSPs featured in the latest [Forrester Wave report](). Founded in 2012, adsquare operates in 12 markets including EU5 and the US.

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<u>About adsquare</u>
adsquare is the mobile-first data exchange, bringing together advertisers and data providers in a fair, secure and privacy-friendly way. The platform has been built mobile-first, operates in real-time and enables advertisers to leverage data for audience targeting and precise moment marketing. Programmatic buyers can take control via the self-service Audience Management Platform which gives them full transparency in buying data, creating audiences and activating them for their platform of choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including location behaviour, app usage, demographics and interests. In addition, advertisers can discover the private marketplace for deals with first-party data owners including app publishers, telcos and E-Commerce. For validated data at scale, advertisers can tap the [adsquare Data Alliance]() which aggregates deterministic data and combines it with validated third-party segments. adsquare is compliant with strict European privacy laws, offers a secure environment and respects data ownership. For more information visit http://www.adsquare.com follow [@adsquarecom]() or contact info@adsquare.com