



Press Release

adsquare Integrates Real-Time Contextual Data for Brand-Safety and Targeting Based On App Usage

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Berlin / New York, 7th of June 2018: adsquare announces today the addition of real-time contextual data to its Mobile-First Data Exchange, enabling advertisers to target on the context of apps used and to secure brand-safe environments for mobile campaigns. Having insights on what type of app an individual is using gives advertisers and brands a unique opportunity for more specific and effective targeting. The App-Contextual Targeting solution complements adsquare's existing product portfolio and strengthens the company in its mission to enable advertisers to create holistic audiences and to target consumers' mobile moments. As targeting the context of an app is not based on any personal data, the addition can also be considered as a solution to compensate for a decrease in reach some advertisers are experiencing in Europe after the GDPR became effective on May 25th.

"Targeting the current app context of a mobile user enables advertisers to reach consumers in the most relevant moment and is a perfect addition to targeting the local context of users." says Tom Laband, CEO & Co-Founder at adsquare, *"The new solution completes our holistic view of a user and can be used to extend the reach of campaigns targeting users' moments."*

To give advertisers and their agencies the freedom of choice, adsquare integrated leading contextual data companies including Grapeshot, Priori Data, and 42Matter. Clients of adsquare can select their preferred partner through adsquare's self-service Audience Management Platform and activate it on their programmatic buying platform. In combination with Geo-Contextual Targeting, clients can target both the mobile usage and the real-world behaviour. For example, brands can reach fans of the world cup when they are in a stadium or at public viewing spots, but also when they consume football-related content on their smartphone. In addition to the new targeting capabilities, the contextual intelligence also allows advertisers to target only brand-safe environments, enabling display campaigns with maximum impact.

The new solution leverages adsquare's pre-bid integrations with leading programmatic platforms including AppNexus, TabMo (HAWK), and Mediasmart. For Renaud Biet, Co-Founder at TabMo, the addition of App-Contextual Targeting is an important step for the partnership: *"Our clients use the integration with adsquare to reach the right audience in the right context. Adding the context of the current app to the targeting options and securing a brand-safe environment are important supplements."*

In addition to this, the new targeting solution supports advertisers in Europe to compensate for a

temporary decrease in reach, as a result of GDPR. The new privacy regulation became effective on May 25th and demanded some publishers to obtain explicit consent for advertising purposes in a transparent way. For some advertisers and agencies this led into a temporary decrease of reach. *“Targeting the context of apps does not require any personal data and can be applied under GDPR without limitations. For our clients, it is the perfect solution to extend their existing reach.”* stresses Laband.

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About adsquare

adsquare is the mobile-first data exchange bringing together data buyers and sellers in a transparent and secure environment. The platform is built mobile-first and makes data accessible in real-time, enabling advertisers to create holistic audiences and to target consumers' mobile moments.

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 on the platform of their choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including location behavior, app usage, demographics and interests. In addition, advertisers can discover the private marketplace for private 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 fully compliant with strict European privacy laws, respects data ownership, and offers a secure environment. For more information visit <http://www.adsquare.com> follow [@adsquarecom](#) or contact info@adsquare.com