adsquare

Press Release

adsquare Adds Cross-Device Capabilities To Its Mobile-First Data Exchange

New York, August 1st, 2017: The mobile-first data exchange adsquare announces today the addition of advanced cross-device capabilities to its platform. With the integration of an impressive list of industry-leading partners - including Adbrain, Drawbridge and Tapad - the company makes a bold move to enable advertisers leveraging data collected through consumers' most personal device - the smartphone - for multichannel campaigns.

In a recent IAB study, cross-channel audience identification was named as one of the most important topics for 2017 by 42.9% of the participants. This figure underlines the importance for platforms to break out of the device silos. But instead of bridging desktop data to mobile, adsquare takes a pioneering approach and puts mobile in the center.

"*Advertisers took cross-device backwards. Multichannel is the right approach, but mobile data should be at the start of it.*" Tom Laband, CEO and co-founder at adsquare, says and heats up a discussion he started at adsquare's Audiences In Motion event in New York earlier this year. "*With signals coming from GPS, proximity, sensors and app usage, it is mobile data that bridges offline and digital consumer behavior. Additionally, Mobile Advertising IDs such as Apple's IDFA and Google's AAID are much more persistent than cookies and work cross apps, while respecting users' privacy by enabling opt-out and reset. This makes Mobile Advertising IDs kind of a super cookie.*"

adsquare's data exchange is built mobile-first and supports Mobile Advertising IDs, mobile signals such as location, as well as dynamic data such as events or weather. Thanks to its pre-bid integration with leading DSPs - The Trade Desk, AppNexus, Google DBM, Sizmek and Adform, to name a few - adsquare makes data available for moment marketing and holistic consumer understanding. With more than 70 branded data partners and a private marketplace for first-party data, adsquare is the leading data exchange focusing on mobile.

adsquare integrated leading cross-device companies such as Adbrain, Drawbridge and Tapad, each with a unique device graph and methodology. According to Laband, this agnostic approach gives advertisers the freedom of choice and strengthens the company's positioning as a neutral and transparent platform.

Gareth Davies, CEO at Adbrain welcomes the partnership: "*We are very excited to be working with adsquare to solve customer identity by expanding their strong mobile data audiences into desktop. More than ever before, it's critical for advertisers to be able to reach their audience across multiple devices and that is just what clients will be able to achieve through this partnership. We look forward to continuing to innovate with adsquare!*"

"We applaud adsquare for taking an open approach to identity and giving its customers options and flexibility for understanding consumers on a mobile-first, cross-device basis," said Drawbridge COO Winston Crawford. *"Cross-device is no longer a nice-to-have for brands and agencies – leveraging identity has become a necessity, and we're glad to be part of adsquare's customers' success."*

"We're delighted that adsquare has chosen to leverage Tapad's leading technology to extend their footprint," says Pierre Martensson, SVP and GM of Tapad's global data division. *"This is a very exciting partnership that will ultimately allow the end client a greater opportunity to reach their audience regardless of whether they're in-app or on mobile browser."*

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<u>About adsquare</u>
adsquare is the neutral mobile 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 panoramic 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 DSP of choice. adsquare offers a broad portfolio of data from mobile, online and offline sources including data partners such as Acxiom, Mastercard or TomTom. In addition, advertisers can discover the marketplace for private deals with first-party data owners including app developers, publishers and other companies. adsquare works compliant with strict European privacy laws and has been awarded the ePrivacyseal for best practice data handling. For more information visit http://www.adsquare.com follow @adsquarecom or contact info@adsquare.com

<u>About Adbrain</u>
Adbrain is a global leader in resolving customer identity for marketers and their partners across people, places and things. Adbrain's advanced customer ID mapping solutions are used to increase sales and ROI on marketing activity by enabling personalized, identity led targeting and measurement. Named one of the hottest 50 AI startups Adbrain has mapped 90% of the adult internet population in the US with over 400 advertisers benefiting from having customer identity resolved. Adbrain has offices in San Francisco, Seattle, New York and London and is backed by investors, including Notion Capital, Octopus Ventures and Cisco Investments. Learn more at www.adbrain.com and on the Adbrain blog.

<u>About Drawbridge</u>
Drawbridge is the leading anonymized digital identity company, building patented cross-device technology that fundamentally changes the way brands connect with people. The Drawbridge Connected Consumer Graph® includes more than one billion consumers across more than three billion devices, and has been verified to be 97.3% precise. Brands can work with Drawbridge in three ways: by licensing the Drawbridge Connected Consumer Graph for cross-device data applications; managing cross-device ad campaigns in real-time using the Drawbridge Cross-Device Platform; or working with Drawbridge to execute cross-device campaigns. The company is headquartered in Silicon Valley, is backed by Sequoia Capital, Kleiner Perkins Caufield Byers, and Northgate Capital, and has been named to the Inc. 5000 annual ranking of the fastest-growing companies in America for the past two years. For more information visit www.drawbridge.com

<u>About Tapad</u>

Tapad Inc. is a marketing technology firm renowned for its breakthrough, unified, cross-device solutions, acquired by Telenor Group in 2016. With 91.2% data accuracy confirmed by Nielsen, the company offers the largest in-market opportunity for marketers and technologies to address the ever-evolving reality of media consumption on smartphones, tablets, home computers and smart TVs. Deployed by agency trading desks, publishers and numerous Fortune 500 brands, Tapad provides an accurate, unified approach to connecting with consumers across screens. In 2015, Tapad began aggressively licensing its identity management solution, the Tapad Device Graph™, and swiftly became the established gold-standard throughout the ad tech ecosystem. Tapad is based in New York and has offices in Atlanta, Boston, Chicago, Dallas, Detroit, Frankfurt, London, Los Angeles, Miami, Minneapolis, San Francisco, Singapore and Toronto. TechCrunch called the powerhouse Tapad team "a hell of a list of entrepreneurs who created some of the most valuable online advertising companies of the last decade." Among Tapad's numerous awards: TNCNet's Tech Culture 2016, EY Entrepreneur of The Year (East Coast) 2014, among Forbes' Most Promising Companies two year's running, Deloitte's Technology Fast 500, Crain's Fast 50, Entrepreneur 360, Digiday Signal Award, iMedia ASPY Award, and a MarCom Gold Award. To request more information about Tapad, please visit http://go.tapad.com/consultation