



Press Release

adsquare Partners With Motionlogic To Leverage Statistical Telco Data

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Berlin, 27 of April 2017: Mobile data exchange adsquare partners with geodata provider Motionlogic, a fully-owned subsidiary of Deutsche Telekom AG, to enable the use of demographic data for mobile programmatic for the German market.

Motionlogic, created by the R&D department of Deutsche Telekom, specializes in processing anonymous signalling data from Deutsche Telekom's mobile network, which adsquare then activates for more precise targeting in mobile programmatic campaigns. The demographic data used in campaigns is anonymous and aggregated, so that no conclusions can be drawn on individual basis.

Tom Laband, CEO and Co-founder of adsquare said about the partnership: *"Telcos like Deutsche Telekom, have in-depth insights about the mobility patterns of potential customers. Providing this information in an anonymized and privacy-friendly way gives advertisers new opportunities for making mobile advertising even more relevant, while minimizing their losses."*

For Norbert Weber, Senior Business Development Manager at Motionlogic, the collaboration represents an important strategic step: *"We often discover patterns in our data that sometimes actually confirm assumptions. One of the insights that we were able to gain was that on average there are more males on the highways. In big city's high streets it is the other way around - more females can be found there. This information can now systematically be used by advertisers in a privacy-friendly way. "*

Contact adsquare

adsquare GmbH

Alexandrina Hadzhiyska, Senior Marketing Manager

alexandrina@adsquare.com

Tel.: +49 30 208 498 140

Saarbrücker Str. 36, 10405 Berlin, Germany

About adsquare

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](https://twitter.com/adsquarecom) or contact info@adsquare.com

About Motionlogic

Motionlogic vertreibt fundierte Analysen von Verkehrs- und Bewegungsströmen, die auf anonymen Signalisierungsdaten aus dem Mobilfunknetz basieren. Entstanden aus den Telekom Innovation Laboratories – dem Forschungs- und Entwicklungsbereich der Deutschen Telekom – ist die Motionlogic GmbH eine 100%-Tochter der Deutschen Telekom. Mit T-Systems International hat sie einen leistungsstarken Vertriebspartner an ihrer Seite. Motionlogic mit Sitz in Berlin ist international ausgerichtet. Derzeit bietet sie ihre Dienste in Deutschland, Polen, Tschechien, Kroatien und Ungarn an. Für mehr Informationen besuchen Sie die Motionlogic Website oder schreiben Sie an info@motionlogic.de.