adsquare

Press Release

adsquare Guarantees On-Target Percentages With Its Validated Demographics Product

Embargo Date: 9th of May 2018

New York, 9th of May 2018: To tackle the data quality challenge in advertising, mobile data exchange adsquare announces today the launch of its Validated Demographics solution. The offering is based predominantly on first-party data from app publishers; the age and gender segments exceed industry benchmarks for on-target-percentages by up to 6.2 times. To prove data quality, adsquare is the first company industry-wide to guarantee on-target-percentages for campaigns. This move underlines adsquare's position as a neutral data exchange, giving advertisers full control and transparency for audience targeting.

Data companies pledge on reaching the right audience with a minimum of wasted impressions. But due to a lack of accurate and precise data, mobile advertising is still often relying on a spray-and-pray approach. This is evident when looking at the industry benchmarks, particularly at the Nielsen Digital Ad Ratings reports. According to the recent report for Europe[1], targeting women in the age of 18-24 results to average on-target percentage of only 9%, to give an example. The KPI "on-target-percentage" or OTP defines the "percentage of the total campaign delivery that is within the advertiser's campaign-defined goals[2]". This low data quality leads to inefficient campaigns and a loss of trust from advertisers.

"Our Validated Demographics offering is the answer to the lack of quality data for age and gender segments on mobile" says Tom Laband, CEO and Co-Founder at adsquare. *"Our approach to aggregate first-party data from app publishers and combine it with validated third-party data from our exchange is a true innovation and enables precise targeting at scale. It heralds the start of a new age of audience targeting."*

Validated Demographics is part of the [adsquare Data Alliance (ADA)](), adsquare's solution that aggregates validated data at scale in cooperation with major app publishers. Thanks to the alliance, the company created its own truth set based on 1st party data, which is used to validate third-party data from its exchange and increase the reach of its segments. The company launches this offering for the US as well as UK, France, Germany and Italy. With more than 325 million validated audience profiles in those markets, adsquare enables precisely targeted campaigns, at the scale of mass media. To win back trust from advertisers and to emphasize the high quality, adsquare is the first data platform that guarantees on-target-percentages that exceed the benchmarks by far.

One of the first clients working with this solution is Omnicom's Annalect. Jens Depenau, Head of Data Consulting at Annalect Germany comments: *„adsquare's commitment to guarantee*

on-target-percentages for demographics is an important step towards significantly improving the quality of programmatic campaigns in a transparent way. Therefore, adsquare will be one of our test partners for the planned evaluation of our target group fit in Germany."

To address the problem of data quality, adsquare hosts a conference in New York on the 9th of May. The Audiences In Motion thought leadership event brings together industry experts and partners, including The Trade Desk, Experian and HERE, as well as brands, major agencies and independent trading desks. Find more information on http://aim2018.splashthat.com

(1) Nielsen Digital Ad Ratings industry benchmark, H1 2017
(2) IAB Glossary, https://www.iab.com/wp-content/uploads/2016/04/Glossary-Formatted.pdf

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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 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