



Press Release

adsquare's Nielsen DAR Optimized Segments Outperform Industry Benchmarks by More Than 300%

Campaigns run by AdColony showed impressive results validated via Nielsen DAR

- adsquare adds 'Nielsen DAR Optimized Segments' to extensive portfolio
- First partner leveraging adsquare's 'Nielsen DAR Optimized Segments' AdColony runs campaign for leading brand in France
- 80.14% accuracy measured for gender and age combination vs. 26% benchmark for gender and "narrow age range" by Nielsen DAR

New York, May 18th, 2017: Mobile data exchange adsquare adds "Nielsen DAR Optimized Segments" to its extensive portfolio. The new audience segments enable advertisers to target demographic data such as age and gender with both high precision and scale. Basis for the audience segmentation is a mixture of first- and third-party data from multiple providers, validated against first-party data with a guaranteed accuracy for gender and age.

According to Nielsen*, mobile data lacks accuracy compared to online data. The analytics company recently communicated an average on-target rate of 40% (female) to 57% (male). To tackle this issue and to help advertisers reach their campaign goals without "spray-and-pray", adsquare launched a new targeting product. The "Nielsen DAR Optimized Segments" bundle high quality data from a large set of data providers, including first-party data from app publishers.

Tom Laband, CEO & co-founder at adsquare comments: *"Targeting based on location and mobile behavior is a great opportunity for brands, but most data providers lack either accuracy or scale when it comes to demographic data. As a leading mobile data exchange with access to a large set of data providers, adsquare finally solved this problem with our new 'Nielsen DAR Optimized Segments', which outperform industry benchmarks by more than 300%"*

The first partner leveraging adsquare's 'Nielsen DAR Optimized Segments' is mobile advertising platform AdColony, formerly known as Opera Mediaworks. The company recently ran a campaign for a major brand in France. The campaign's target audience reached an accuracy level of more than 80%, three times more reliable than Nielsen's general age and gender industry benchmarks.**

"Demographic data such as age and gender are essential for our clients. Thanks to our partnership with adsquare we are able to leverage accurate demographic data at scale, boosting the effectiveness of our campaigns" says Tamsin Powell, Head of Strategy & Solutions, EMEA at AdColony.

The 'Nielsen DAR Optimized Segments' are available through adsquare's Audience Management Platform in US, UK, France and Germany, with more countries to follow. They complement

adsquare's portfolio of real-time location, geo-behavioral, app usage, psychographic and purchase data, and enable holistic audience targeting.

** Nielsen Digital Ad Ratings Benchmarks and Findings, Q2 2016, Europe*

*** 80.14% accuracy measured for gender and age combination vs. 26% benchmark for gender and "narrow age range" by Nielsen DAR*

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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