PRESS RELEASE

Adsquare and Datonics Forge Data Partnership in the U.S. and Canada
Partnership facilitates more effective multi-screen programmatic advertising campaigns

New York, July 22, 2020 – Leading online data marketplace Datonics has partnered with global data exchange Adsquare. Through the deal, media buyers are able to seamlessly activate Datonics' segmented keyword and specialty data for more effective multi-screen programmatic advertising campaigns.

Datonics is renowned for its high quality data and offers granular search, purchase-intent, life-stage, B2B, demographic and premium data that helps advertisers to tailor ads and target customers more efficiently. Datonics data includes keyword datasets, derived from online observations on publisher websites, classified on a one-to-one basis and non-modeled. Its demographic data is filtered for collisions from multiple providers, providing an additional layer of cleansing. Datonics offers 1,000+ pre-packaged segments - including Automotive, Casual Dining, Retail and Footwear, Finance and Money, Sports, Travel, Education, Home and Garden among others and an unlimited number of custom keyword-derived segments that facilitate the delivery of highly relevant, privacy-sensitive ads to consumers on all of their devices.

"We know that we can count on the longstanding industry experience of Datonics to provide data quality and proven results. It is key for us to bring Datonics data to a wide range of programmatic advertisers and help them increase their ROI," explains Maria Botelho, Global Director Data Partnerships at Adsquare.

Datonics data is available as part of Adsquare's Audience Targeting product. Adsquare, the real-time data exchange, makes available Datonics datasets in its Audience Management Platform (AMP). The Adsquare AMP is a self-service platform bringing together data providers and advertisers in a secure and transparent way.

"Joining forces with Datonics is a great opportunity for Adsquare to provide advertisers with better behavioral information to make informed marketing decisions," said William Li, Director of Partner Accounts, Datonics.

"We are excited about this partnership and helping our agency partners to improve the ROI of their campaigns," added Michael Benedek, CEO, Datonics.

About Adsquare
Adsquare is a global data exchange bringing together data providers and data buyers. Via its self- service Audience Management Platform, Adsquare gives advertisers and media agencies access to multiple data dimensions for more effective targeting, measurement and insights. Headquartered in Berlin, the company operates worldwide with additional offices in New York, Madrid, London, Paris, Milan and Singapore. Follow us @adsquarecom or contact info@adsquare.com.

About Datonics
Datonics (www.datonics.com), a subsidiary of AlmondNet, is the Internet's leading independent aggregator and distributor of highly granular and proprietary search, purchase-intent, life-stage, demographic and B2B data. Datonics' 1000+ pre-packaged segments and unlimited number of custom keyword-derived segments facilitate the delivery of highly relevant, privacy-sensitive ads to 200+ million North American consumers on all of their devices. Datonics is headquartered in New York City with a research and development center in Tel Aviv, Israel. Datonics is a member of the Network Advertising Initiative (NAI).

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