



ADventori opens London offices as it expands into UK market

AdTech company looks to bring creativity and digital advertising together by empowering advertisers to deliver the right message to the right customer at the right time

- *AdTech startup opens UK offices and appoints Will Bishop as UK Country Manager as the company aims for rapid expansion*
- *Data driven adserver enables digital advertisers to deliver creative campaigns which are hyper-relevant to their audiences*
- *Technology brings control and efficiency to marketers in complex digital market*

London – 26th April 2016

ADventori [www.adventori.com], an independent AdTech startup, has expanded its operations into London as it looks to grow its UK market share.

Founded in Paris in 2009, ADventori is France's leading independent player in data-driven creative adservicing. ADventori uses data to power real time messages delivered to specific users on any digital platform. This means advertisers can deliver the right message to the right customer at the right time, increasing campaign performance.

Using customer knowledge, business and situation data, ADventori's Adserver empowers brands, creatives and media agencies to increase digital ad effectiveness, across all formats and devices (web, video, mobile and DOOH). Marketers can produce centralised campaigns which compliment the creative, the channel and customer data on an individual level.

As advertising is moving from "one-to-many" to "one-to-one" communication, the market needs to deliver more dynamic and creative digital campaigns than ever before. Adventori's personalised campaigns have shown on average over 30% increase in performance compared to static campaigns. ADventori is already a preferred vendor of the Big 5 agency groups and numerous successful independent trading desks. Its customers already include IKEA, Nissan, L'Oréal, and Coca Cola.

Thanks to its proprietary platform, ADventori offers its customers the next generation of adserver: full-service campaign monitoring, from creating scenario, data-driven ads, trafficking, to creative reports.

To lead the UK team and expand operations in the country, Will Bishop has been appointed as UK Country Manager. Will brings extensive industry experience to the team with over 10 years of working at MSN, AOL and Factory Media. Most recently, Will lead sales teams at Specific Media.

Will Bishop, UK Country Manager at ADventori, comments on his appointment: "I am delighted to have joined such a fantastic team at such an important time in our industry. Over the past few years we have seen a huge rise in programmatic, with advertisers using the vast amount of data at their disposal to identify potential customers. However we are still seeing generic ads placed in front of users, causing a concerning disconnect between the creative used and the information we have at

our disposal. It's our mission to help brands and agencies bring the soul back into digital advertising by enabling more creative, personalised campaigns than ever before."

Will reports directly to **CEO & Founder, Pierre-Antoine Durgeat, who comments on the company's expansion:** "With a growth rate of more than 50% a year since it was founded, ADventori has touched down in the UK. Will's appointment and the opening of our London offices will allow us to engage more closely with customers and partners in one of the most dynamic advertising hubs in the worlds. We're aiming to have a large team in place here within the year and I'm excited to see what the future holds."

ENDS

About ADventori:

ADventori is a data-driven creative adserver dedicated to personalizing, measuring and optimizing creative ads. Our platform empowers creative and media agencies to increase digital ads effectiveness (banners, mobile, video, landing pages, DOOH, native ads) by leveraging real-time data from the advertisers, users and publishers. Our ads react to the target audience, delivering the right message, which leads to a higher user engagement level, and ultimately a better performing campaign for the advertiser.

ADventori employs over 25 people with offices in France, UK and Germany.

Press contacts: Capella PR AdventoriUK@capellapr.com