

INVIBES WINS OVER KIABI WITH *LOCATOR*, ITS INNOVATIVE LOCATION-BASED ADVERTISING SOLUTION

- ▶ *Invibes Locator* is an ad format that sends web users dynamic, customized messages according to their geographic location.
- ▶ It is a solution that enables advertisers to easily roll out local campaigns.
- ▶ Havas Media has inaugurated this innovative format for its client Kiabi, a subsidiary of the Mulliez Group.

Paris, 12 January 2017 - **INVIBES ADVERTISING**, an advanced technology company specialized in digital in-feed advertising, has announced the launch of a new format that allows operators to customize marketing messages to match the geographic location of web users. Called *Invibes Locator*, the new solution is the latest innovation to reinforce Invibes Advertising's product catalog in line with its development strategy.

Nicolas Pollet, CEO of Invibes Advertising, said: *"Any advertiser knows how important it is to be able to customize a marketing message. Until today, formats meant that advertisers were only able to narrow in on a region of France and only able to broadly adapt their message for web users. The challenge that we have been able to meet is to provide a highly-customized solution that is simple and quick to deploy, and that has a strong impact on sales. Thanks to Invibes Locator, we are delighted to be able to offer a whole new range of possibilities."*

THE MADE-TO-MEASURE MARKET SOLUTION

Designed using powerful geo-tracking technology and connected to the API of Google Maps™, this innovative solution dynamically retrieves Google Maps™ input to offer customized and targeted visuals for advertising campaigns. Invibes' latest developments also mean advertisers can save on the time needed to implement highly-personalized, rapidly deployable and efficient solutions.

One example of the features of *Invibes Locator* is that it is able to stock all of the store addresses for a given brand and push the details of the closest store directly to web users.

Invibes Locator also offers advertisers new ways to give their point-of-sale networks more effective visibility.

TRIED AND TESTED BY THE MULLIEZ GROUP

For Havas and its client Kiabi, the decision to test this new solution stems from the clear advantages it offers in terms of visibility and sales impact. *Invibes Locator* differs from other market solutions that have limited scope for customization. With Invibes, advertisers can customize distribution on all premium media web sites.

ACTUALITÉ DES MARQUES ▾



KIABI
la mode à petits prix

Envoyez les paillettes !
Découvrez la collection de pulls à message dans votre KIABI -
Place Léon Blum – 11ème arrondissement - PARIS VOLTAIRE

Voir +

Next appointment: Publication of the provisional annual turnover, week of February 13, 2017

About INVIBES ADVERTISING

Created in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions supported by an in-feed format (integrated into media content) inspired by social networks and optimized for diffusion in a closed network of media sites (CCM Benchmark, Lagardère, Le Monde, Team Media and Prisma). Its clients are major brands (Carrefour, Danone, Groupe Mulliez, PSA, SBB, SNCF, Swissquote and Volkswagen). INVIBES ADVERTISING has a French Tech 2016 Pass. INVIBES ADVERTISING's ambition is to maintain strong growth.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: MLINV – ISIN: BE0974299316)

For more information, go to www.invibes.com - www.invibes.ch

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