

Press release

Invibes Advertising: Shelly van Empelen appointed Commercial Director in the Netherlands

Amsterdam, 05 October 2022 – Invibes Advertising, an advanced technology company specialized in digital in-feed advertising, appoints Shelly van Empelen as new Commercial Director for the Netherlands.



Shelly Van Empelen, Invibes Advertising

Van Empelen will report to Invibes' DACH COO Alex Oeschger, as she becomes co-responsible for the Netherlands as an extension of the DACH market from 01 October 2022. "Invibes' strategy is to make the digital landscape attractive with unique and innovative formats. Moreover, Invibes offers campaigns with predetermined performance guarantees, ensuring the success of the campaign. "With Shelly, we have an experienced digital specialist in house with a great passion for Online Advertising & Marketing and I am delighted to have her as part of our team." continued Alex Oeschger.

Before joining Invibes Advertising in November 2021, Van Empelen had already gained a lot of experience on both sides of digital advertising - as an advertiser and publisher - and a good understanding of the whole ecosystem in her previous roles at Funda and DPG. A highly dynamic market and constantly new opportunities mean that digital advertising is just what Van Empelen needs.

"I look forward to playing an even more active role in shaping Invibes' journey into the future. Our mission is, and will continue to be, to best support our clients in reaching

their target audience, at the right time and in the right environment. This combined with our 60-plus interactive formats ensures significantly better results than with standard formats. Not only in CTR, but also in Brand uplift and engagement (+8.5% and +31%, Lumen 2022) we see a huge increase. Thanks to our technology, we're not dependent on third parties and work directly with premium publishers. This allows us to run efficient campaigns with the best possible Brand Safety results," – Shelly Van Empelen.

Additionally, to expand the premium publisher and data network in the Netherlands, Selina Bitzer, Head of Publisher & Data DACH will be extending her role to include the Benelux. Previously, Selina worked as Team Lead B2B Project Management at Condé Nast and with her experience in implementing cross-media & native campaigns on premium publisher, social media, she is a huge added value for the Netherlands.

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation. Founded in 2011 by co-CEOs Kris Vlaemyneck and Nicolas Pollet, Invibes has developed an integrated technology platform designed to strengthen the relationship between brands and consumers through in-feed ads.

At Invibes we believe in the power of connections.

- The power of connecting brands directly with consumers to enable more meaningful interactions.
- The power of connecting big data, innovative in-feed formats, wide reach and extensive intelligence services in a single, holistic platform to bring brands and consumers together seamlessly and efficiently.
- The power of connecting a unique pool of passionate, dynamic and knowledgeable in-feed specialists from across the globe to make up the extraordinary team that is Invibes.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Volkswagen, Dell, IKEA and Toyota, we rely on even greater people to share our innovations with the world. Along with our unwavering belief in technological potential, more fundamentally, we believe in the potential of our people. At Invibes we actively strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.

Want to hear more about Invibes? Visit: www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange (Ticker: ALINV – ISIN: BE0974299316)

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