

Press release

Invibes Advertising expands in Italy and carries out exciting new projects in 2022

- After the excellent results of 2021, the tech company announces the onboarding of new employees in Italy and a significant growth path for 2022.

Milan, 11 April 2022 - After closing 2021 with very positive results, Invibes Advertising, a tech company specializing in in-feed formats using features such as Innovative Video and Interactive Display delivered in a premium network of publishers, has recently expanded its Italian team with new employees.



From left to right: Riccardo Arini, Serena Maerna, Gianmarco Girardi

Riccardo Arini takes on the role of **Head of Partnerships - Publishers and Data**, following experience in Sales and Business Development in companies such as Widespace, Quantum Advertising and Motorsport Network.

Gianmarco Girardi joins the Invibes Advertising team as **Sales Manager**. After graduating at Università Cattolica del Sacro Cuore and completing a master's degree in Marketing, Digital Communications and Sales Management at Publitalia, he took his first steps into the world of marketing and sales at Pernigotti and in the London office of Publieurope.

Serena Maerna joins the team as **Head of Sales** alongside two established Heads of Sales, Simone Casarin and Gianantonio Politi, bringing all her expertise in the commercial field previously gained working in companies such as Italiaonline, Adux, Adot and Smart AdServer.

In addition to the internal team expansion, Invibes Advertising is carrying out new stimulating projects for 2022, such as the **construction of the Invibes ID Network** through strategic partnerships with publishers and first-party data owners. With this solution, Invibes will be able to apply hyper-targeted cross-device campaign strategies based on declarative data matches in a cookie-less environment, increasing addressability and performance while ensuring consumer privacy.

"I am really happy with the results achieved by my team; we have managed to achieve remarkable results over the past year working with brands such as Max Mara, Morellato, Universal Music, and many others. I am sure that the addition of these new professionals will lead to the consolidation of our expertise and the creation of interesting business opportunities", says **Alvise Zennaro, Italy Country Director, Invibes Advertising**. "In less than two years the whole company has seen a very significant growth, and this pushes us to continue to perform better and achieve other great successes in 2022".

About Invibes Advertising

Invibes Advertising is an advanced technology company that specializes in digital advertising. Its innovative solutions are supported by an in-feed format that's integrated into media content.

Invibes is inspired by social network advertising and develops its own technology to help brands better communicate with consumers. Its technology is optimized for distributing in a closed network of media sites, including: Bertelsmann, Hearst, Unify, Groupe Marie Claire, Axel Springer, and many others. Clients include major brands such as Mercedes, Samsung, Levis, and IBM.

Founded in 2011, Invibes Advertising is a listed company on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316). Visit www.invibes.com for more information.

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