

Press release

Invibes takes ad targeting to new heights by applying intelligence at every level

London, May 18, 2023 - Invibes Advertising, an international technology company specialising in digital advertising innovation and creating positive attention, applies intelligence at every level to revolutionise traditional ad targeting.

Invibes specialises in delivering impactful in-feed advertising for brands by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services. Unlike other players, Invibes' proprietary technology platform allows for direct integration with over 1600 media publishers from across the globe; opening up a plethora of intelligence potential that surpasses traditional ad targeting practices.

Where more mainstream targeting methods like those used in programmatic buying models, can be lacking in the humanistic approach necessary to successfully capture and target an entire consumer demographic, Invibes leverages a combined targeting approach bolstered by intelligence to reach consumers in new ways.

Through its proprietary technology platform and direct integration with publishers, Invibes offers not only a vast breadth of targeting potential, with a reach of over 250 million monthly users, but also the depth of targeting necessary to identify users previously unreached, through intelligent innovations like Smart Targeting Segments.

Pulling from its unique Invibes ID Network, Invibes can identify users from across publishers to build up a more complete picture of their behaviour, allowing for enhanced targeting through more extensive audience insights. This intricate ID network achieves a level of campaign optimisation not possible by programmatic players who rely on third-party data, whilst still being GDPR compliant.

Among some of Invibes' latest Smart Targeting Segments include:

- **Frequent Travellers**
Intelligently target users who have changed location in the last 12 months. Perfect for travel focused brands including airlines, hotels, accommodation rental, tourism boards, travel accessories and more.
- **Night Owls**
Intelligently target users who are often active online during the night both on weekdays and weekends over the past 6 months. Ideal for mattress and bedding brands, wellness retreats and spas, entertainment brands including video, audio and gaming, and more.
- **Loyal Mobile Clients**
Intelligently target users who have had the same mobile device for the past 2 years. Perfect for the telecommunications, electronics, retail industries and more.

The benefits of being able to approach targeting more laterally, combined with Invibes' extensive experience in targeting optimisation, means that brands no longer have to opt for an out-of-the-box industry list, but rather get to expand their message even further and connect with consumers previously unreached.

“For us, smarter targeting is vital for brands who want to cut through the noise and reach their full consumer-base. Having worked with an extensive list of global clients across industries, we quickly learned that a one-size-fits-all approach to user targeting limits potential ad reach as there are often pockets of unexplored demographics that require a more intelligent targeting approach. Our Smart Targeting Segments open up a world of targeting potential for our clients and we are continuously innovating in this area.” **Kris Vlaemyneck & Nico Pollet - co-CEOS Invibes Advertising**

Want to hear more about Invibes' intelligent Smart Targeting Segments?
Get in touch: sales@invibes.com

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation. Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services. Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Carbon-Neutral label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we 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)

Read our latest press releases at:

<https://www.invibes.com/investors.html>

Follow the latest news about INVIBES ADVERTISING on:

LinkedIn @Invibes Advertising **Twitter** @Invibes_adv

PR Contacts:

Kris Vlaemynck

co-CEO

kris.vlaemynck@invibes.com

Audrey Mela

Investor Relations

audrey.mela@invibes.com