

## INVIBES ADVERTISING EXPANDS ITS PUBLISHER NETWORK

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**The ad-tech company specialized in digital in-feed advertising has incorporated new publishers into its tight portfolio of premium sites.**

Madrid, 19 June 2019 - INVIBES ADVERTISING has expanded its network of publishers in Spain following the agreement reached with RBA Revistas and other major groups, with which it has incorporated all the top websites.

Recruiting Publishers and building loyalty among them is the key to long-term growth for INVIBES. The ad-tech company works with the most highly acknowledged publishing groups in all its markets, and Spain is no exception. Invibes has introduced new publishers in addition to La Vanguardia, El Espanol, Diario Gol and Lecturas such as Clara, National Geographic, or Enefemenino into its network of more than one hundred websites to expand its coverage in various industries: automotive, beauty, travel, telephony, retail, etc. In so doing it provides an alternative to traditional advertising to internationally renowned brands such as BMW, CARREFOUR, CITROEN, DOMINO'S PIZZA, JAGUAR, AFFLELOU, MERCEDES, PEUGEOT, ING, PUIG, VODAFONE, MCDONALD'S or SEAT.

With more than 30 in-feed formats in its portfolio, Invibes' goal is to create advertisements that attract readers' attention and generate interactivity with the brand, occupying preferential positions in the feed with non-intrusive proposals; one of the maxims of the company.

In the words of Arantxa del Pozo, National Digital Commercial Director of RBA Magazines "We have been working for about 1 year with Invibes and we are very satisfied with the results, which has led us to make 100% of the group's brands available to them. The integration of its campaigns in our content is ideal to guarantee our readers browsing fluidity and a positive perception of quality advertising".

Jorge Palacios, Country Manager of INVIBES noted that "Having a tight portfolio of premium publishers allows us to guarantee very high percentages of brand safety. We only link the brands of our clients with positive, high quality content, and the entire network of publishers with which we currently work in Spain facilitate this task. "

### **About INVIBES ADVERTISING**

Founded in 2011, INVIBES ADVERTISING is an advanced technology company specialized in digital advertising. It has developed advertising solutions using an in-feed format built into media content. The principle is similar to social networks and it is optimized for dissemination in a closed network of media websites. Our clientele includes a large number of acclaimed companies: advertisers and media agencies.

INVIBES ADVERTISING is listed on the Euronext Paris stock exchange (Ticker: ALINV – ISIN: BE0974299316), and in 2019 achieved a place in FT1000 ranking, published each year by the Financial Times. For more information, please visit [www.invibes.com](http://www.invibes.com).

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