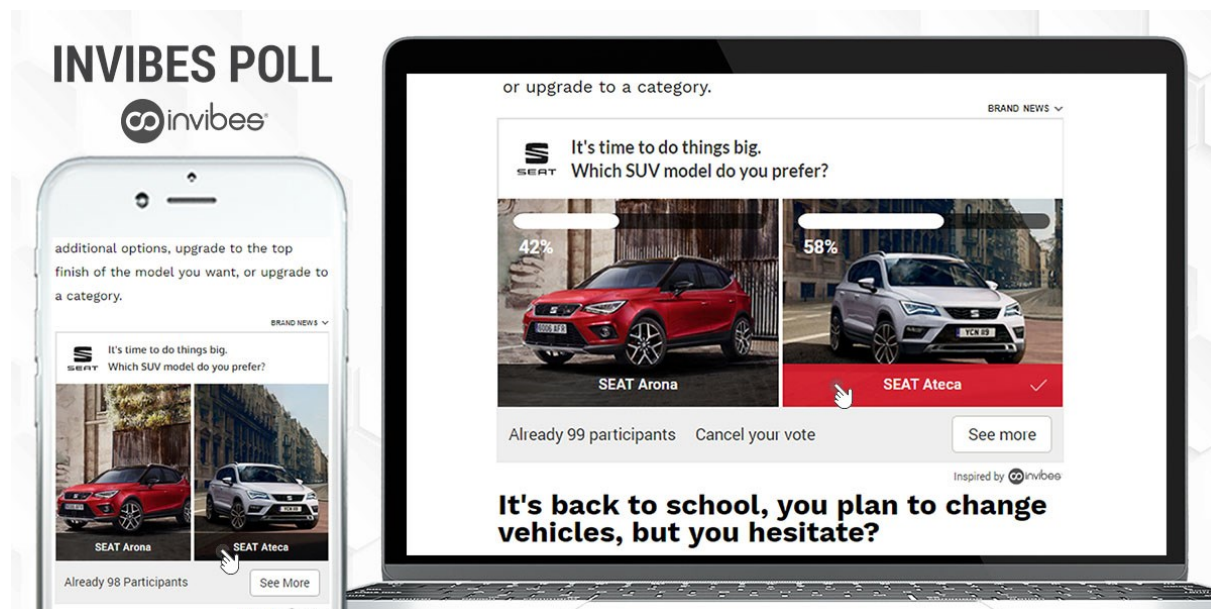


## INVIBES ADVERTISING PUTS THE “POLL” INTO IN-FEED ADS

Paris, 11 July 2019 - INVIBES ADVERTISING, a technology company specialized in digital in-feed advertising, announces the launch of Invibes Poll, a leading-edge ad format that allows advertisers to be more engaging in order to build better connections with their audience.



Today's internet users aren't just bystanders, especially millennials. They are truly participants, requesting to get involved in every decision regarding their purchases. While they are constantly bombarded with ads and content, brands need to bring up an authentic & innovative strategy to catch their attention and make advertising a two-way conversation. In order to meet these expectancies and help companies generate more impact for their campaigns, INVIBES ADVERTISING has developed Invibes Poll, an ad format which enables advertisers to integrate a polling mechanism into the popular Invibes In-feed.

Commercialized as a visibility product, Invibes Poll is an innovative ad format that offers users the opportunity to be interactive and give advertisers input on existing products or planned product feature releases, the types of content and service they'd like to experience.

Nicolas POLLET, CEO and co-founder of INVIBES ADVERTISING, said: "Advertisers should consider this new ad format as a digital canvas that can be « painted » by our professionals in endless scenarios to best benefit their campaigns' objectives, in the end. In a world of custom-made, Invibes Poll fits right in and delivers more than expected in terms of users' interactivity."

Specialized in collecting and processing Big Data, Invibes has an in-house team of R&D that designed over 25 algorithms to improve ad ranking and user targeting, a product team that has developed more than 30 innovative and interactive formats to date, and a Creative Lab that helps brands create customized and better targeted ads that stand out from the rest of the in-feed choices. The Group has analysts and traders responsible for reporting, control, and monitoring of campaigns to reach beyond the market standards KPIs.

**About INVIBES ADVERTISING**

Founded in 2011, INVIBES ADVERTISING is a 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 Groups: Bertelsmann, Hearst, Lagardère and many others. Clients include major brands such as Mercedes, Samsung, Air France and IBM. 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).

*Read our latest press releases at:*

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

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