

Press release

Advertising that creates positive attention. Invibes' unique approach to impactful in-feed advertising built on natural engagement

London, May 30, 2023 – Invibes Advertising (Invibes) an international technology company specialising in digital advertising innovation, reveals its unique recipe for bringing brands impactful advertising that creates positive attention.

Since its inception Invibes has held the belief that true advertising efficiency comes from ad experiences that are naturally engaging to users. This led to the development and launch of the Invibes technology platform which combines the power of big data, innovative in-feed formats, wide reach and extensive intelligence services to deliver impactful in-feed advertising for brands to reach consumers. The decision to focus exclusively on in-feed stemmed from the knowledge that for advertising to actually enhance the user experiences it needed to be:

- In the flow of content
- Non-intrusive
- Identifiable
- Viewable

The fundamentals that not only make up the design of Invibes unique format offering but also the visible ingredients necessary to achieve positive attention from consumers. In accordance with the industry's measure of attention, encompassing view rate, dwell time and attentive time spent, Invibes in-feed ads are proven to generate 4X more attention than standard display ads and 8X more attention than social media ads¹.

Through the in-feed placement within quality online media, made possible through Invibes' extensive data networks and direct integration with premium publishers, ads are not only relevant to consumers but smartly targeted to connect brands directly with their key demographics. Being in the flow of written content also reduces any disruption to the UX, as users can continue to scroll past the ad, negating the need for additional interactions like closing a pop-up which can negatively impact brand perception.

Invibes' ads are designed to be immediately identifiable to consumers, with the brand's logo displaying clearly within the first second of the ad running. Unlike other ad partners, Invibes' Creative Lab team works with agencies and brands to optimise creatives to maximise brand lift by up to 40%². The large, centred ad format is also designed to immediately capture the users attention, with the library of 80+ innovative ad formats then captivating the users attention further through an array of engaging video and display features.

¹ Lumen Attention Audit - March 2022

² Rippl brand & sales uplift - Invibes campaign - September 2022

Another key driver in improving advertising efficiency through positive attention is the knowledge that a more efficient ad is a more sustainable ad. Serving ads to the right audience, in the right environment, using the right format yields a higher performing campaign and, in Invibes case, has the potential to increase sales lift by up to 40%³. Requiring fewer ad-servees to achieve the same campaign goals not only reduces overall ad spend it also generates less CO2 emissions. Despite Invibes' campaign emissions already being some of the lowest in the industry, producing 96% less CO2 on average than the industry benchmark⁴. Invibes wanted to go a step further by offering 100% carbon-neutral ads with the introduction of the Carbon-Neutral label.

“We’re incredibly pleased to see the industry joining us in acknowledging the importance of attention in campaign efficiency not only from a value standpoint but also because the impact on the environment is significant. We fervently believe by providing advertising that creates positive attention, we’ll help change the advertising industry for the better by offering a holistic solution that benefits consumers, brands and the planet.” - **Kris Vlaemyck & Nicolas Pollet, co-CEOs - Invibes Advertising**

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)

³ Rippl brand & sales uplift - Invibes campaign - September 2022

⁴ ESG Certification, Audit of the environment information system of Invibes Advertising - ESG Score

⁴ The Hidden Cost of Digital Advertising study, Ebiquity and Scope3 - November 2022 and Invibes data

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