

INVIBES ADVERTISING JOINS HAPPYDEMICS TO MEASURE THE TRUE IMPACT OF IN-FEED CAMPAIGNS

London, May 6, 2020 - INVIBES ADVERTISING, an advanced technology company specializing in digital in-feed advertising, has joined forces with the marketing research company Happydemics to measure the brand lift of its in-feed campaigns.

Since 2011, Invibes has held a firm view on online advertising - it needs to be both innovative and naturally engaging with Internet users in order to be effective. By integrating ads in the feeds of quality editorial content and creating engaging formats, **Invibes provides advertisers with better visibility** and KPIs optimization.

The partnership with Happydemics allows Invibes to now **prove and quantify this view** by precisely measuring the impact of campaigns. Happydemics' technology makes it easy to target people exposed to a campaign and query them on their smartphones through the apps they use. Happydemics is thus able to analyze the performance of the messages conveyed to a target, and understand the perceptions and intentions generated by the advertisement.

Several major advertisers, such as Samsung, Essity, Reckitt, and Expanscience Laboratories have already achieved strong results after broadcasting in-feed campaigns managed by Invibes.

On average, Invibes campaigns register particularly high results compared to classic display campaigns. **The attribution and memorization scores are around 30% higher** than the benchmark pool, while the **purchase intention levels are 42% higher** than those of conventional campaigns.

Stève Saleyron, Head of Sales INVIBES France: *"Advertisers and their partner agencies rightly demand increasingly detailed analytics and measurements of the impact of their campaigns. This is particularly true when they invest in innovative formats. Happydemics offers them a rigorous evaluation of the contribution of solutions offered by Invibes."*

Diane Massenet, Customer Success Manager at Happydemics, confirms: *"We are pleased to support a dynamic company like Invibes advertising. Through our media post-tests, we're thrilled to provide them with direct and authentic answers that are invaluable in confirming the emergence and effectiveness of their products. Thanks to quality audits, we allow them to benefit from easily exploitable results".*

To learn more about the methodology and the study possibilities developed by Happydemics for Invibes advertising, visit www.invibes.com.

ABOUT INVIBES ADVERTISING

Founded in 2011, INVIBES ADVERTISING is a technology company specializing in digital advertising. It has developed advertising solutions using an in-feed format built into media content, based on a principle that is similar to social networks. The format is optimised for dissemination in a closed network of media websites: Bertelsmann, Hearst, Lagardère, and many others. Its clients include major brands such as Mercedes, Samsung, Air France, and IBM.

INVIBES ADVERTISING is listed on Euronext Growth in Paris (Ticker: ALINV – ISIN : BE0974299316).

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Financial & Corporate Contacts

INVIBES ADVERTISING

Kris VLAEMYNCK, CFO
kris.vlaemynck@invibes.com

ATOUT CAPITAL, Listing Sponsor

Rodolphe OSSOLA
rodolphe.ossola@atoutcapital.com
+33 (0)1 56 69 61 80

INVIBES ADVERTISING FRANCE

Sami BATTIKH
Country Manager INVIBES France
sami.battikh@invibes.com
+ 33 (0)6 09 17 46 98