

Press release

The Czech News Centre fully integrates Invibes technology across all publishers

Prague, 23rd March 2023 – Czech News Centre (CNC) has become the first media house in the Czech Republic to fully integrate with Invibes Advertising, the international tech company specialising in digital advertising innovation through in-feed formats, across all of its countrywide publishers.

Invibes delivers strong engagement and attention to brands by harnessing the power of big data led intelligent targeting solutions, innovative, high-impact in-feed formats, and broad reach. A combined creative and technological approach ensures Invibes captures natural attention through its expanding catalogue of 80+ creative ad formats displayed in a high-engagement in-feed placement across a selection of premium media. Further optimised through contextual relevancy and advanced algorithms and machine learning technology led Smart Targeting, Invibes creates non-disruptive experiences that drive positive attention.

CNC was the first media house in the Czech Republic to adopt Invibes' platform across its entire portfolio. "It's important to us to continually improve our ad space and the technology behind it. Both from a monetization perspective and of course for advertisers. Improving the ad space helps advertisers reach target audiences and gain their attention, so we try to focus on visibility, focus and interaction with the advertiser's brand," says **Michal Gabriel**, AdOps Manager at media house CNC.

Invibes technology is also being harnessed by international brands and renowned names across a wealth of industries including L'Oréal and Publicis who have been looking for innovative opportunities to broaden and strengthen their advertising efforts.

"For L'Oréal, digital transformation and the implementation of new advertising formats is a unique opportunity to increase the efficiency of our advertising investments, while reaching new customers who are no longer attracted to traditional advertising formats. We're delighted to be one of the first to try out the new technology with our Armani brand," comments **Jan Los**, Chief Marketing & Digital Officer, L'Oréal.

Iva Žáčková, Division Director at media agency Mets Czech adds "Together with our client L'Oréal, we're always looking for new ways to effectively reach potential customers. In the Armani Code campaign, implemented through Invibes, it's been confirmed that the formats used, and their placement are attractive to the target group and are among other things, able to deliver high visibility."

Pavel Ctibor, Business Director at Publicis Groupe additionally praises Invibes' comprehensive offering and strong partnership cooperation "With Prazdroj, we like to try innovative channels and look for ways to push the campaigns further and increase their attention and influence. And Invibes' innovative formats, with relevant messaging and

on premium placements, have worked exactly like that, which we had IAS measure. Moreover, the collaboration is perfectly managed, so we are in full control."

"We are convinced that the future belongs to non-invasive, non-annoying and at the same time precisely targeted advertising. That's why, in line with the Coalition for Better Ads standards, we have developed an integrated technology platform to offer truly innovative and engaging advertising experiences. In other words, we can say that Invibes also provides the type of advertising that people might see on social platforms, but we do it in the context of premium media," explains **Petr Mareš**, Commercial Director, Czech Republic. "We are delighted that one of the major publishers was the first to go with us on this rather challenging integration."

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)

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