

Press release

## Lunch at the Museum: Invibes organises an exclusive cultural event for its clients at the Museo Nazionale Scienza e Tecnologia Leonardo da Vinci

**Milan, 13 April 2023 – Invibes Advertising (Invibes), the international tech company specialising in digital advertising innovation, has organised a cultural and culinary experience for some of its advertiser clients at the Museo Nazionale Scienza e Tecnologia Leonardo da Vinci**

Thanks to its collaboration with the Museo Nazionale Scienza e Tecnologia Leonardo da Vinci, Invibes curated a unique experience combining culture, history and gastronomy for select advertising clients. The event opened with a guided tour of the Leonardo da Vinci Galleries and the Air and Water and Railway Buildings, followed by a historic dining experience in the evocative Sala Cenacolo, decorated with 18th century Baroque frescoes.

During the aperitif, Invibes' co-CEO Nicolas Pollet shared the company's latest innovations for 2023. The focus is on an additional package of proprietary Industry Solutions, customised to the needs of brands that make the tech company's in-feed offering even more competitive. Prominent among these is the Drive-to-Dealership Solution, a dynamic geo-driven optimisation of ad creatives that enhances national or international campaigns with locally relevant messages. This will sit alongside Invibes' Smart Targeting, another recent integration that leverages Invibes' GDPR-compliant data on user preferences and habits to target campaigns even more granularly.

Additionally, Invibes is the only player in the market to offer its clients the option of making their campaigns more environmentally conscious by activating the Carbon-Neutral label. Thanks to a partnership with Gold Standard, the carbon footprint of campaigns with this label will be offset by investing in international energy requalification projects.

"The event organised with the collaboration of the Museo Nazionale Scienza e Tecnologia Leonardo da Vinci was particularly appreciated by our guests because of its uniqueness," says **Alvise Zennaro**, Country Director Italy of Invibes Advertising. "It was also an excellent opportunity to strengthen the relationship with some important clients and present the unique innovations available in our offering".

### About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specialising in digital advertising innovation.

#### Invibes Advertising

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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](http://www.invibes.com)

Invibes Advertising is listed on the Euronext Stock Exchange  
(Ticker: ALINV – ISIN: BE0974299316)

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