

Press Release

15 May 2023 11:30:00 CEST

Advertly integrates with European-based ConnectAd SSP to further expand access to its industry-leading In-Play inventory

Advertly today announced a partnership with ConnectAd, one of the biggest European-based and owner-operated Supply Side Platforms, to expand access to its market-leading programmatic In-Play inventory for advertisers in both Europe and globally.

Advertly AB (publ), the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, is further expanding its media footprint by partnering with ConnectAd, an SSP of choice for agencies, advertisers, and world-leading demand trading desks. The partnership will provide ConnectAd's advertiser clients with easy access to Advertly's industry-leading pool of In-Play ad inventory.

“Our integration with ConnectAd, one of the fastest growing programmatic platforms in the industry, further strengthens our footprint in Europe and beyond, cementing our position as the leading provider of In-Play advertising in the market”, explains Jonas Söderqvist, CEO of Advertly.

Vedran Bilos, CEO of ConnectAd: “I am excited to announce our partnership with Advertly, a leading provider of In-Play advertising. Our shared commitment to quality and innovation makes this partnership a perfect match for us. Advertly's programmatic In-Play ad format and ConnectAd's industry-leading Supply Side Platform will provide our advertising partners with an unparalleled opportunity to reach new audiences and achieve their marketing objectives”.

Advertly helps bring attention and uplift to brands through unobtrusive advertising in engaging, immersive gaming environments. Its revolutionary and multi-patented In-Play viewability technology is the only solution on the market in line with the in-game viewability measurement guidelines set by the IAB and the Media Rating Council.

About ConnectAd

ConnectAd is one of the biggest European-based and owner-operated Supply Side Platforms focused on unleashing the full economic potential of digital media companies. Being an SSP of choice for agencies, advertisers, and world-leading demand trading desks we help media owners to grow their revenues. We are a proud industry pioneer with nearly 20 years of experience in the digital business - from pioneering the use of real-time bidding to inventing header bidding. Our work touches billions of customers around the globe, as well as the biggest names in digital media and advertising.

For further information, please contact:

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About Adverty

Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.

Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at www.adverty.com.

This information is information that Adverty AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-05-15 11:30 CEST.

Attachments

[Adverty integrates with European-based ConnectAd SSP to further expand access to its industry-leading In-Play inventory](#)