

Press Release

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Adverty attended Advertising Week Europe in London!

The Advertising Week Europe is an immersive learning and networking event featuring the hottest topics around advertising, held annually in London, UK.

The event is well known for bringing the marketing and advertising community together, both in-person and virtually, reaching the widest audience possible, for thought leadership conferences, live networking and a celebration of brand excellence.

This year, from 16th to 18th of May, AW Europe hosted 400+ Speakers, 150+ Sessions and 12 Tracks in London. As Adverty, we had a hard time choosing which sessions to attend and running between the stages but the AdTech & Automation stage definitely stole the show for us!

Creative effectiveness, sustainability, and extracting value from data emerged as the top three thought-provoking topics. The industry is recognizing that sustainable practices will soon become a commercial imperative, and it was inspiring to hear Laura Wade from Essence emphasize this. At Adverty, we pride ourselves on being one step ahead when it comes to sustainability. We believe in taking tangible steps to reduce our environmental impact, which is why we've partnered with SeenThis to present our clients innovative solutions like Green eCPM.

An obvious yet still one of the most relevant and significant topics was brand safety. It was often mentioned that it is crucial for brands to invest responsibly and prioritize responsible media activation in today's digital landscape. It's not just about reaching a large number of impressions, but rather focusing on making each impression efficient and aligned with brand values. Clients are increasingly publishing goals around responsible media activation, recognizing the need to protect their brand reputation and ensure a safe environment for their advertising messages.

Another point of emphasis on the stages was that people have a limited amount of attention time, and with the increasing number of platforms and content being created every day, there are more things competing for this. Therefore, the competitive edge in advertising is an equally important aspect to consider. Whether it's through innovative formats, captivating creatives, or something unique, gaining that edge is vital in today's fast-paced industry. Adverty understands this and constantly strives to provide cutting-edge advertising solutions that captivate audiences and deliver impactful results.

During our time at Advertising Week Europe, we also had the pleasure of reconnecting with our esteemed long-term partners, PubMatic and SeenThis. It was a great opportunity to catch up, share insights, and discuss the challenges and opportunities that lie ahead. Collaborating with PubMatic has been instrumental in delivering innovative advertising solutions to our clients, and their expertise continues to inspire us. Similarly, our partnership with SeenThis has enabled us to drive engagement and interactivity in advertising, creating memorable experiences for audiences. The discussions with our partners were invaluable, allowing us to align our strategies, explore new possibilities, and further strengthen our relationships. We look forward to the exciting collaborations that await us in the future.

Attending Advertising Week Europe was an incredible experience, and we're grateful for the insights gained from the fantastic speakers and discussions. We look forward to implementing these learnings and leveraging Adverty's innovative features to unlock new opportunities for our clients.

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.

Image Attachments

[Adverty Adweek1](#)

[Adverty Adweek2](#)

[Adverty Adweek3](#)

Attachments

[Adverty attended Advertising Week Europe in London!](#)