

Press Release

12 October 2023 08:00:00 CEST

Advertly and NumberEight Partnership Skyrockets Ad Revenues by 153% Across Multiple European Markets

In a groundbreaking collaboration that is set to redefine the landscape of mobile in-game advertising, Advertly, a pioneer in In-Play advertising and NumberEight, a leading behavioral intelligence company, have achieved remarkable success across European markets. This partnership has introduced revolutionary advancements in real-time demographic targeting and privacy-first addressability for In-Play advertising, marking a significant milestone for the industry.

European markets have long grappled with the challenge of acquiring meaningful data following the implementation of GDPR regulations. However, with the innovative solutions provided by NumberEight and Advertly, advertisers can now access invaluable user insights without compromising user privacy.

This collaboration has yielded exceptional results in various European markets, with staggering increases in ad revenues. On average, ad revenues increased by an impressive 153%, the fill rate doubled, and eCPM surged remarkably by 73%.

These results underscore the immense potential of Advertly and NumberEight's joint effort to transform the mobile gaming advertising landscape. What sets this partnership apart is its ability to provide advertisers with the means to target users' age and gender without relying on personal identifiers or personally identifiable information (PII).

NumberEight's CEO and Co-Founder, Abhishek Sen, stated, "Mobile gaming has always been promised as the holy grail for advertisers given its sheer scale. Now backed with real performance data, we're excited to not only be partnering with the amazing team at Advertly but together, playing a role in dispelling some of the fundamental myths and scepticism surrounding mobile gaming, especially with the dark clouds of GDPR, personal data, and loss of identifiers, looming on the horizon. Onwards and upwards!"

Advertly's CEO, Jonas Söderqvist, also expressed enthusiasm about the partnership: "This collaboration marks a pivotal moment for the mobile gaming advertising ecosystem. We proudly provide a programmatic In-Play ad format that respects user privacy while offering advertisers unprecedented targeting capabilities."

About NumberEight

NumberEight is a pioneering behavioral intelligence company that has reimagined identity by establishing behavior-based cohorts and in-moment user activity. Their innovative approach allows publishers to enrich their inventory with intelligent, ID-less data, enabling advertisers to capture their audiences' attention and enhance the value of their impressions. Utilizing privacy-by-design solutions powered by Edge AI technology, NumberEight simultaneously increases publishers' regulatory immunity.

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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 2023-10-12 08:00 CEST.

Attachments

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