

Press Release

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Advertly Announces Strategic Partnership and SSP Integration with Luna Media to Extend In-Play Advertising Reach

Advertly, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, is delighted to announce its strategic partnership and SSP integration with Luna Media, the advertising technology experts with decades of experience across publishing, agency planning and brand marketing. This collaboration aims to further expand the reach of Advertly's innovative In-Play inventory and provide advertisers with enhanced opportunities to engage with their target audiences.

Luna Media is widely recognized as a trailblazer in the digital advertising industry, specializing in cutting-edge solutions that deliver targeted and impactful ad campaigns. With its expertise in programmatic advertising and data-driven insights, Luna Media has established itself as a trusted partner for brands seeking to optimize their digital advertising strategies.

Advertly's market-leading In-Play advertising platform enables brands to seamlessly integrate their ads into 300+ popular mobile games, providing a non-intrusive and immersive advertising experience for players. By leveraging Advertly's proprietary and multi-patented technology, Luna Media will have access to a unique and exclusive inventory of in-game ad spaces, unlocking new opportunities to connect brands with engaged audiences in an authentic and contextually relevant manner.

"We are thrilled to partner with Luna Media and combine our expertise to further grow In-Play advertising," said Jonas Söderqvist, CEO of Advertly. "Luna Media's deep understanding of programmatic advertising and their commitment to delivering exceptional results align perfectly with our mission to provide brands worldwide with seamless and effective advertising opportunities".

"We are excited to collaborate closely with Advertly and bring our clients a truly groundbreaking advertising solution within gaming," said Josh Solomon, Co-founder at Luna Media. "This partnership enables us to tap into the vast potential of in-game advertising as we keep pushing the boundaries of what is possible in the digital advertising landscape."

As both companies continue to innovate and drive advancements in the field of in-game advertising, advertisers and brands can expect a more immersive and engaging advertising experience for their audiences.

About Luna Media

Luna Media is a pioneer in the rapidly evolving in-app advertising, Connected TV (CTV), and mobile advertising landscapes. Luna Media's proprietary technology provides advertisers with unparalleled reach, and granular targeting across in-app, web, and Connected TV (CTV) environments and publishers with an industry-leading demand stack, ranked as the 5th biggest according to Pivalate's seller's trust index. Learn more at www.lunamedia.io.

For further information, please contact:

Pontus Dahlström, CFO
Phone: +46 709 13 60 03
E-mail: pd@adverty.com

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 2023-06-14 08:30 CEST.

Attachments

[Adverty Announces Strategic Partnership and SSP Integration with Luna Media to Extend In-Play Advertising Reach](#)