

Press Release

ADITION Now Provides Data-Driven Access to Digital Real-Time Marketplaces

The leading data-management platform solution by The ADEX facilitates safe, fast and scalable use of first-, second- and third-party data.

Dusseldorf, 16 February 2015. ADITION technologies has expanded its enterprise marketing platform. With the integration of the leading data-management platform (DMP) solution by The ADEX into its unified ad-serving technology, the Dusseldorf-based technology specialist provides advertisers, media agencies, publishers/marketers and now also data owners with data-driven access to digital real-time marketplaces from a single system.

Clients of ADITION are able to analyse, intelligently expand and complete, as well as comfortably and securely manage first-, second- and third-party user data in a fully-automated manner via the DMP. The data pools can be quickly and easily activated at any time via ADITION's enterprise marketing platform for a high-performance and efficient target group appeal or stored in the form of anonymised data profiles via the data exchange for addressing as advertising-relevant target groups. In contrast to static projections based on online-offline data pools, the data privacy-compliant integration of offline data by ADEX data partners allows for the modelling of highly valid up-to-date target group profiles based on real-time data for the first time; more than 300 million individual profiles are currently available for Europe (online within the last seven days). Already existing target groups can be enriched with more than 1,600 attributes on the basis of the DMP's standard taxonomy and many customised segments by data partners in order to significantly and steadily improve response rates, conversions and brand awareness in combination with the available ADITION targetings.

The data originator always remains in control of proprietary data without any restrictions since the data is stored separately in individual silos for each data owner. Data storage at German data processing centres and distribution management through servers at the Dusseldorf location ensure high-quality data protection according to the strict EU directives. State-of-the-art storage technologies guarantee the greatest degree of data security. There are no restrictions whatsoever related to the amount, taxonomy design or structure of the digital data due to the complete scalability of the system.

"With the new DMP, we make findings about users and even faster and improved access to high-quality target groups available to our clients. This not only enables more efficient digital marketing, but simultaneously opens additive revenue sources through new monetisation possibilities of own data pools: Everything from one source. This represents an essential added value," Jörg Klekamp, Chief Sales and Marketing Officer at ADITION technologies AG, explains.

About The ADEX

As a global specialist for data management, one of The ADEX's functions is providing data-driven access to digital real-time marketplaces for all active participants in the automated trading of media services.

The ADEX has developed ADEX DMP as a data management technology that aggregates, segments and analyses data from various data sources. Clients can subsequently use the data for internal purposes or make it available to external partners and provide it in real time on digital marketplaces as advertising-relevant target groups for automated booking. There is no mandatory association between inventory provider and data provider in this process. Various third-party data providers are integrated into the ADEX DMP: for example, Schober as a partner for offline information such as lifestyle, interest and demographic data.

About ADITION technologies

ADITION technologies is Europe's leading service provider of customised unified advertising solutions for marketers, agencies and publishers. The ADITION AdServer unifies the complex ecosystem of digital marketing across all channels in one central enterprise marketing platform for maximum marketing efficiency. As an independent and neutral technology company and member of the virtual minds group, ADITION supports an international client base in the realisation of its digital strategy. This includes companies such as 1&1, Otto, Payback, Performance Media, plan.net, redblue (Media Markt, Saturn, and redcoon), Sixt, Spiegel-QC, Swisscom and Telefónica.

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