

Press Release

SPIEGEL QC integrates ADITION for integrated, classic and programmatic premium marketing

Comprehensive multi-channel technology solution for online and mobile display and video advertising delivery that includes the SSP and private market place solution by Yieldlab

Dusseldorf, 06 August 2015. SPIEGEL QC, the premium marketer of high-quality editorial online offers such as SPIEGEL ONLINE, manager magazin online and Harvard Business Manager Online, has chosen a comprehensive multi-channel technology solution by ADITION technologies for the programmatic marketing of its premium digital inventory.

The unified advertising solution by the Dusseldorf-based media technology specialist offers the delivery of all online and mobile display advertising media and video ads – including in-app advertising for Android and iOS smartphones and tablets – from a single source and one platform. The leading [SSP and private market place solution](#) for the premium publisher segment in the German digital market by ADITION's [sister company Yieldlab](#), ensures a flexible and simultaneously first-class automated media sales process in addition to classic marketing.

By using single requests developed by ADITION technologies, SPIEGEL QC has a tag solution at its disposal through which content units can be quickly and efficiently loaded as containers via a single, bundled ad request. This not only greatly reduces implementation efforts but also facilitates a deeper integration of the programmatic platform. This results in a sustainable increase of website performance.

The comprehensive multi-channel technology platform is complemented by the integrated in-stream video solution by ADITION's sister company and video specialist [mov.ad](#).

Jörg Klekamp, Chief Sales and Marketing Officer of ADITION technologies AG, says: "We are very delighted that another leading premium marketer – SPIEGEL QC – has decided on the independent and pioneering technology platform by ADITION. We are right on the money in the sophisticated German market with our strategy of high-quality integrated technology solutions from a single source with specific high-performance modules for comprehensive and optimal monetisation of digital marketing."

About ADITION

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.

About SPIEGEL QC

SPIEGEL QC is the integrated marketing organisation of the SPIEGEL Group. Around 90 employees work in teams that are composed of online and print experts so that they can deliver competent support and consulting services on all questions concerning print and online advertising at any time and from a single source. The strength of SPIEGEL QC is the high quality of the group's individual partners. This is why marketing activities are exclusively focused on premium advertising carriers that offer discerning journalistic environments.

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