

## **Press Release**

### **Telefónica Bundles Its Digital Marketing on Technology Platform by ADITION technologies**

Comprehensive Solution for Optimised Customer Value Management

**Dusseldorf, 7 September 2015. Onsite and offsite campaigns, branding and performance: Telefónica Germany has now further integrated the management of its digital marketing campaigns and concentrated it on the unified ad-serving platform by ADITION technologies.**

The ADITION adserver has already been Telefónica's delivery centre for dynamic content marketing in the online shop of o2 since 2013 and will also be used across all Telefónica brands from now on. Classic and programmatic campaign management (across all formats and every end-user device) on external online offers is now also handled by the leading technology platform of the Dusseldorf-based media technology specialist.

The bundling of the brand subsidiaries' many marketing measures into one technology platform makes extensive effectiveness and efficiency gains possible for Telefónica. The goal is optimal customer value management across all brands.

Above all, ADITION technologies was convincing due to its flexibly configurable technology setup. This made it possible to integrate leading solutions by ADITION sister companies such as [mov.ad](#) (video), [The ADEX](#) (cross-brand data management for target-group-specific marketing management) and [batch Media](#) (brand safety and ad verification for fraud prevention in programmatic media purchasing) through the ADITION Store into the overall solution in a client-specific and needs-based manner.

This individually customised solution for Telefónica provides an innovative multi-brand and multi-agency concept in addition to great configuration flexibility. It allows for the integration of branding and performance campaigns, as well as affiliate marketing for all brands, in a single solution. This also supports the management by different agencies through a sophisticated rules system that enables completely autonomous management of campaign responsibilities for the respective agency.

Stefan B. Müller, Senior Vice President Sales ADITION technologies AG, explains: "We are very pleased to have convinced Telefónica about the high performance of the ADITION Digital Marketing Enterprise Platform. This also enables us to further expand our position in the advertiser segment."

Roland Dömges, Head of Online Sales at Telefónica in Germany: "Cross-brand, integrated digital marketing is very important to us at Telefónica. Through the cooperation with ADITION technologies, we combine branding and sales media, as well as internal and

external media, in a customer-oriented manner that allows us to lastingly optimise our customer value management.”

### **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), Sixt, Spiegel-QC, Swisscom and Telefónica.

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