

ADTHINK

Press release¹

Tassin-la-Demi-Lune, France

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For immediate release

11 New Signatures for Adthink Agency

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Adthink confirms its resilience facing the crisis and signs 11 new clients. The pivot strategy driven by the Agency to diversify its customer base has begun with the conquest of new clients in several sectors: food, health, fashion, industry, sport, education and in charity fundraising. These organizations trust Adthink to implement their digital acquisition campaigns in Display, SEA, Social and Content Marketing.

Food and Beverage



MONOPRIX

Monoprix and La maison du Whisky have entrusted Adthink with the management of their Display campaigns in order to generate qualified traffic on their websites. Their ads appear on specialized cooking sites such as Chefsimon.com.

¹ Translated from French using neural machine translation, proofread by humans. English version is provided for accessibility only and no guarantee is made on accuracy.

As Halloween approaches, Têtes Brûlées candies drew on Adthink's expertise to carry out a video branding campaign on online games and music websites such as Paroles2Chansons.lemonde.fr.

The growing Display video market is an opportunity to which Adthink invests time and resources for the benefit of its customers.

Health and wellbeing



Nutravya, a natural health solutions company supporting more than 100,000 customers in France and Europe, has relied on Adthink for the distribution of its Display and Native advertising campaigns. This promotion will be broadcast on the 3,000 publishers sites of the group exclusive Display Network. This campaign will be operated through AdAccess, Adthink's proprietary adserver.

Fashion

The logo for Casio, consisting of the word "CASIO" in a bold, blue, sans-serif font.

Concerning the fashion industry, Le Slip Français trusts Adthink for the diffusion of a sponsored article in three regional press media: Ouest France, Le Télégramme and Le Progrès. This operation will be supplemented with a post from the influencer Candice Anzel who has a marketing agreement with Adthink for wider dissemination of this campaign on her social networks.

The multinational Casio has entrusted Adthink with a first Display budget for its “Casio Vintage” watch brand. This performance-optimized campaign was broadcast on websites targeting young people (Allociné), women (Journal des Femmes) and fashion (Vinted).

This campaign was followed by a second larger investment in early September following the success of the first launch, this time promoting the “Casio G-SHOCK” sports range.

Sport



The advertiser Sportdecouverte.com decided to collaborate with Adthink to publish a sponsored article on the website Lemagfemmes.com. This article highlights a driving course in a Ferrari on the circuit of Issoire in the Puy de Dôme (63).

Consumers in need of sport since the lockdown seem to adhere to this engaging advertising, with click-through rates above the average market.

Industry



Haulotte group, one of the world leaders in industrial equipment for lifting people and loads, has chosen to rely on Adthink's expertise to carry out a cross-channel B2B campaign with the use of the social network LinkedIn. The objective of this campaign is to generate new prospects in France and internationally.

Education



Le site web Superprof.fr propose des cours particuliers de soutien scolaire, langue, musique, sport et même sur les arts et loisirs. Adthink assurera pour lui la diffusion d'un article sponsorisé sur son site exclusif Chefsimon.com.

Le secteur du e-learning est depuis le confinement un des champions de la croissance. L'Agence a donc décidé de miser sur ce secteur en développement.

Charities



Finally, Adthink is proud to have collaborated with two associations for two Display campaigns with performance optimization.

Firstly, the Arc Foundation for Cancer Research, whose objective was to generate donations for the operation Pink October, an annual awareness campaign for breast cancer screening.

And secondly, the SNSM (Life savers at sea) which wanted to promote a device allowing those who practice nautical activities to alert the emergency services and to be geolocated in case of an emergency. Designed by Philippe Starck, passionate about the sea and the nautical world, the alert and geolocation bracelet is a waterproof GPS beacon connected to GSM / GPRS mobile networks.

All these campaigns are optimized by Adthink's media trading teams who support our clients in order to achieve their digital acquisition goals.

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About Adthink

Expert in digital marketing, Adthink addresses the B2C market by developing a global digital and physical distribution platform and the B2B market by providing advertisers with its trading desk and affiliate platform to develop their customer acquisition. With its proprietary adtech solution [AdAccess](#), media publishers can optimize and multiply their revenue channels.

Founded in 2001 to market the first video streaming advertising offer, the Adthink group is now present in Lyon (head office), Paris, Geneva and Porto and has 35 employees at the end of June 2020. Its 2019 turnover amounted to 10.1 million euros.

Adthink is listed on the Euronext Growth market of Euronext Paris (ALADM - FR0010457531) and is part of the Top 100 Digital (PwC study - TECH IN France, July 2018). Listing Sponsor: Genesta, Hervé Guyot, Phone: +33 145-636-860, email: hguyot@genesta-finance.com

Learn more at: <https://adthink.com/fr/investors/>

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