



**Press release<sup>1</sup>**

Tassin-la-Demi-Lune, France

November 06, 2020

For immediate release

## **ADTHINK launches 2 New Advertising Formats**

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Adthink, specialist in digital advertising, is expanding its offer and giving publishers 2 new advertising formats: **Web Push Notification** and **Bubble Alert**.

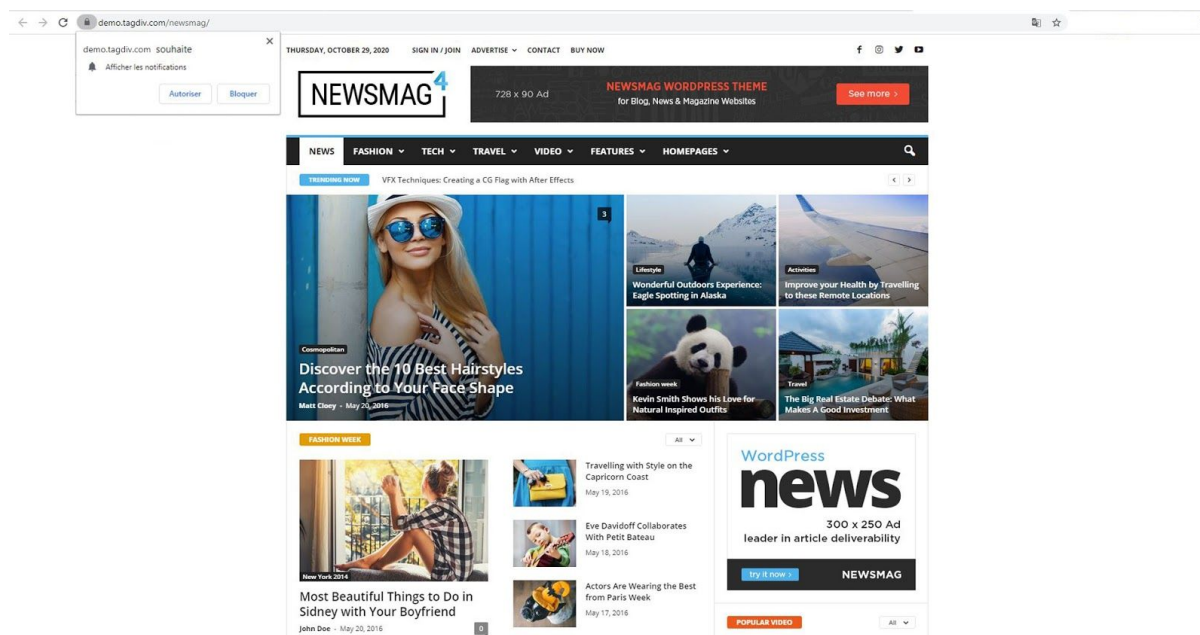
Adthink is constantly looking for new ways to immerse audiences in more engaging advertising experiences and formats that integrate seamlessly with editorial content.

With 20 years of experience working alongside our publishers, our observation is simple: the time is no longer for aggressive communications but rather for subtle and **integrated advertising**. Concerned about the user experience, Adthink is diversifying its advertising formats to ensure more sustainable revenues for its publishers.

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

# OFF SITE : Web Push Notification

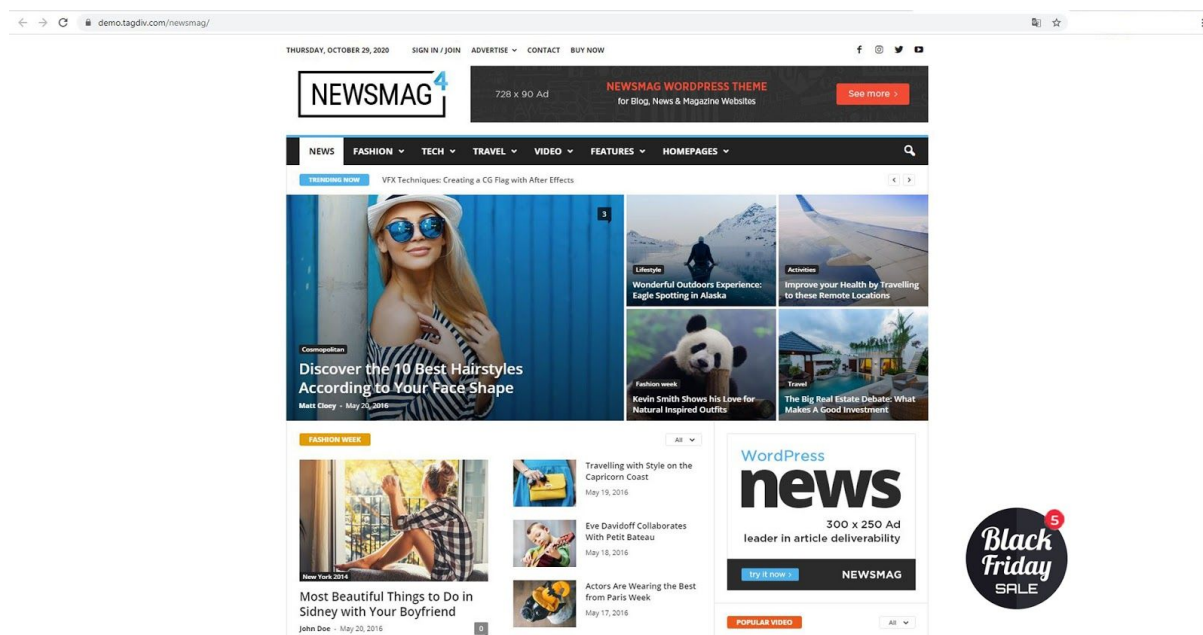


These alert messages sent by websites (or applications) to mobile phones and computers boost your audience's engagement.

Once users have authorized them, they will receive off-site notifications, and you'll control the frequency and content of these notifications.

The average registration rate of 30% of users will allow you to increase your traffic and boost your income with a CPM which can exceed € 3.

# The Bubble Alert



The Bubble Alert is an efficient and easy to set up format, reminiscent of social media notifications. It has very high visibility and interaction rates, boosting the revenues of publishers who use it. Join the Reworld Media, Cerise, Webedia and M6 groups who have already approved this new format!

The first returns showing CPMs greater than 2 € delight the precursors!

Stay in the loop at: <https://www.linkedin.com/company/adthink/>

## 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](mailto:hguyot@genesta-finance.com)

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

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