

Press release

Invibes and PHD Media Unveil New Frontiers in Smart Targeting with La Compagnie at IAB Forum 2024, Italy

Milan, October 22, 2024 – Invibes Advertising (Invibes), a leader in digital advertising innovation, is joining forces with PHD Media to present an exclusive workshop at the upcoming IAB Forum 2024 in Italy. Titled *"New Frontiers in Smart Targeting – The La Compagnie Case Study,"* the workshop will highlight how Invibes' advanced smart targeting technologies are reshaping the advertising landscape.

In today's data-driven world, precision and personalization are key. Invibes, in collaboration with PHD Media, will share insights into its pioneering Smart Targeting solutions that have transformed how brands like La Compagnie, a French boutique airline, engage high-profile audiences. The workshop will explore how cutting-edge in-feed technologies and intelligent targeting innovations redefine campaign optimization and boost audience engagement for travel and tourism brands. Invibes will showcase the strategies that elevated La Compagnie's campaign, increasing qualitative sessions and improving viewability by 30% compared to Invibes' benchmarks, while effectively connecting with luxury travelers in Northern Italy and beyond.

"User profiling is the foundation of a successful advertising campaign. Access to multiple targeting layers enhances communication with users and boosts the effectiveness of campaign planning." Beatrice Borghi, Digital Manager PHD Italia.

The IAB Forum workshop presented by Invibes and PHD is an invaluable opportunity for marketers, media professionals, and brands to explore the future of campaign targeting. Attendees will learn actionable strategies to enhance their campaigns and stay ahead of the curve in the evolving advertising landscape.

"The La Compagnie campaign, made possible through effective collaboration with the PHD team, demonstrates how our proprietary technology enables highly precise targeting, delivering excellent post-click KPIs and maximizing the key metrics of low-funnel strategies. During the workshop, we will share the strategies that led to these results and explore how they can be applied in future scenarios." Gianantonio Politi, Head of Sales Invibes.



Workshop participants can expect to gain valuable insights into:

- The application of intelligent, multivariate targeting to enhance audience segmentation and precision.
- Utilizing advanced advertising solutions to boost engagement and maximize campaign performance.
- A detailed breakdown of the La Compagnie case study with PHD, highlighting how these technologies delivered measurable success in the travel sector.
- Invibes' dedication to revolutionizing digital advertising and the potential of GenAI to redefine brand-audience engagement.

Workshop Details

Session: New Frontiers in Smart Targeting – The La Compagnie Case Study

Date: 29 October 2024 – ore 15:45 – Sala Yellow2

Location: Allianz MiCo Milano

Register Here: <https://intersections.it/workshop/invibes>

About Invibes Advertising

At Invibes, our mission is to drive positive brand impact and business outcomes by prioritizing the uniqueness of every ad opportunity through valuable advertising solutions.

Invibes proprietary technology leverages GenAI-powered solutions to enhance campaign potential with industry-specific creative and targeting extensions. By combining hyper-personalized creatives and targeting, Invibes ensures campaigns deeply resonate with consumers, delivering unparalleled efficiency and lasting value for advertisers.

To partner with top global companies like Amazon, Danone, LVMH, LEGO, and Toyota, we rely on exceptional people. At Invibes, we cultivate an energetic, open environment that fosters ideation, growth and #GoodVibes, that shines through to our clients.

Rethink Possibilities

www.invibes.com

Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)



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