

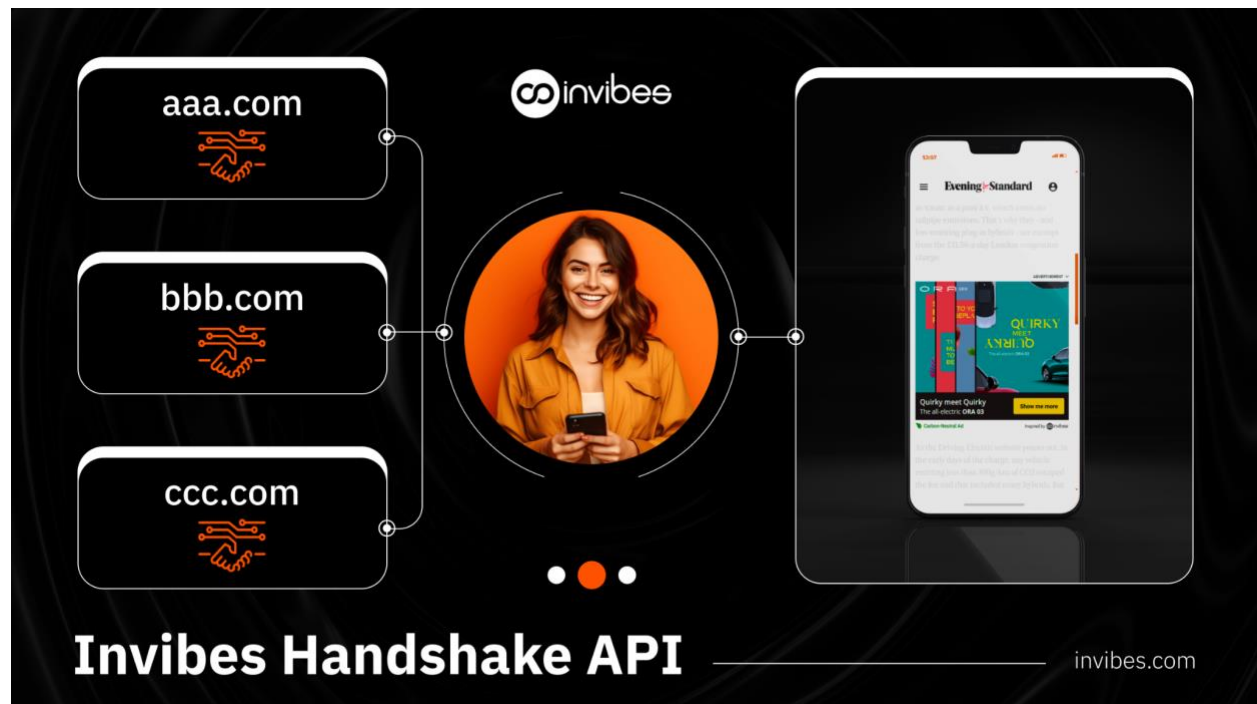
Invibes Leads the Way in Cookieless Targeting Alternatives

London, May 29, 2024 – Invibes Advertising (Invibes) an international technology company specializing in digital advertising innovation, embraces the cookieless future with its innovative Invibes Handshake API to complement its hashed email solution.

Although Google has once again deferred the phase-out of third-party cookies in Chrome, brands cannot afford to rest on their laurels. This impending change from the tech giant that inspires the term ‘cookieless’ poses a significant challenge for advertisers who rely on third-party cookies to identify users and target their ads. With such a large-scale change on the horizon, it is vital for advertisers to future-proof their digital advertising strategies to stay competitive.

The question is, how can brands maintain effective targeting strategies while respecting user privacy in this new era? Cue Invibes, a pioneering force in this transition, offering innovative solutions to navigate and transcend these evolving ad targeting limitations.

At the forefront of Invibes' arsenal is the ground-breaking Invibes Handshake API, a powerful solution engineered to ensure seamless targeting accuracy and heightened user privacy in a cookieless environment. Unlike traditional methods reliant on third-party cookies, Invibes Handshake API represents an innovative alternative in how advertisers can identify and connect with their audiences.





Direct Integration: Invibes Handshake API seamlessly integrates with publisher, advertiser and data partner sites within the Invibes ID Network. This direct integration through proprietary technology, bypasses the need for third-party cookies, fostering a more streamlined and efficient targeting process.

First-Party Data Optimization: Leveraging server-side processing, Invibes Handshake API optimizes the utilization of first-party data. By matching Local Identifiers (LIDs) with Master Identifiers (MIDs) across domains, it ensures accurate and reliable audience segmentation without compromising user privacy and adhering to GDPR.

Enhanced with Deterministic Data: Powered by advanced algorithms, Invibes Handshake API also incorporates deterministic data from within the Invibes ID Network. This enriched dataset enhances targeting precision across all browsers, allowing advertisers to reach their desired audience segments with unparalleled accuracy.

“In a world where privacy concerns loom large and regulatory landscapes continue to evolve, Invibes Handshake API stands as a beacon of innovation and adaptability. By prioritizing both efficacy and privacy, Invibes redefines the possibilities of digital advertising in the post-cookie era.”

Jessica Tröger - Head of Partnerships, Publishing & Data DACH, NL & BE

Embrace the future of ad targeting with Invibes Handshake API.

Contact us today: sales@invibes.com

www.invibes.com

About Invibes Advertising

Invibes Advertising (Invibes) is an international technology company specializing in digital advertising innovation.

Founded on the philosophy that advertising efficiency comes from being truly innovative and naturally engaging to users, Invibes has developed an integrated technology platform for brands to reach consumers through impactful in-feed advertising.

Invibes delivers advertising that creates positive attention by harnessing the power of big data, innovative in-feed formats, wide reach and extensive intelligence services.

Pioneering the way in sustainable advertising, Invibes also offers a unique solution to offset campaign emissions through its Responsible Ad label.

In order to partner with some of the greatest brands in the world, like Amazon, Bacardi, Dell, IKEA and Toyota, we rely on even greater people. At Invibes we strive to maintain an energetic, open environment that fosters a culture of ideation, growth and #GoodVibes, that shines straight through to our clients.



Want to hear more about Invibes? Visit: www.invibes.com
Invibes Advertising is listed on the Euronext Stock Exchange
(Ticker: ALINV – ISIN: BE0974299316)

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