



## **Adconion Media Group launches Adconion Direct**

**LONDON, 11 July 2011** – Adconion Media Group today announced the launch of Adconion Direct, a new, multi-channel Digital Distribution Platform (DDP) for direct response marketing. The launch of Adconion Direct combines Adconion Media Group’s Audience Display Network with additional social media capabilities and new distribution to 17 million UK email subscribers.

Adconion Direct differs from single channel networks that only offer display placements. Adconion Direct works across multiple digital channels including display, email and social media. As a single technology platform, it further differentiates itself from networks by offering greater control over inventory as the decision making occurs at a creative, audience, channel and platform level, ensuring better campaigns perform better.

Speaking about the launch, Adconion Media Group’s Managing Director, Matt Hunt commented:

“For some time now agencies have been looking at platforms that can achieve efficiencies in the buying and selling of digital media online. In the same way that ad networks have developed technology to effectively reach audiences, ad exchanges, including Demand Side Platforms, have gained strong momentum by adopting similar models. By evolving the ad network model and providing multi-channel distribution, Adconion Direct is designed to be an essential partner, for agencies and advertisers looking for scale and efficiency.”

Adconion Direct is a standalone business unit under the Adconion Media Group umbrella to date along with Joost, RedLever and Adconion Platform Services

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>



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## **ABOUT ADCONION DIRECT**

Adconion Direct is Adconion Media Group's Direct Response Digital Distribution Platform. It differs from single channel networks that offer only display placements in that it works across multiple digital channels, including display, email and social channels. As a dedicated platform, it further differs from networks by offering greater control over inventory as the decision making is occurring at a platform level, ensuring better performing campaigns

Adconion Direct combines a specialised team with Adconion Media Group's proprietary technology and advanced targeting algorithm, to deliver the right person, in the right channel, at the right time to guarantee ROI for advertisers.

Adconion Media Group is one of the world's largest independent content distribution and monetisation platform, reaching nearly 325 million unique users – or one-quarter of the total global Internet population every month.