

Carbon integrates Narratiive data lake to increase publishers' addressable data by 600%

Monday 20 September, 2021

Carbon is excited to announce that it has completed the integration of Narratiive's data lake into its revenue management platform to enable South Africa & MENA publishers to extend the reach of their first-party audiences. After [recently announcing their partnership](#) Carbon and Narratiive are continuing to build the momentum of their end-to-end solution for publishers to more accurately measure, manage and monetise their audiences, with this latest move a win-win for both advertisers and publishers.

Narratiive is the go-to partner for actionable insights and intelligence for marketers & publishers in MENA, South Africa and emerging markets where it has the largest footprint of demographic, behavioural, technographic and intent-based audience data. With this data now flowing through Carbon's platform for AI driven audience data management and activation, publishers can extend their audience reach to make inventory more addressable, improving their programmatic yields and driving more performant ad campaigns for buyers.

In a market-leading move, the data lake will be available to use for publishers who are Narratiive measurement clients. For some publishers this integration has already increased addressable data by more than 600% in some categories, with illustrative reach uplift examples including:

- Technology & Computing - 602% uplift when including Narratiive
- Business & Finance - 239% uplift when including Narratiive
- Travel - 415% uplift when including Narratiive

Commenting on this latest addition to their combined offering, Carbon VP of Commercial & Strategic partnerships, David Snocken said: *"Surfacing these high quality signals within Carbon allows publishers in South Africa & MENA to leverage the value of Narratiive data for targeted audience activation in a way that's never been possible before. This latest integration is a further reflection of the innovation that the two companies are looking to bring to the global publisher market by working together."*

Commenting on the strength of this combined offering, Chad Hussain, GM at Narratiive, said *"Narratiive has for a number of years now been the preeminent addressable data provider for MENA and South Africa. This further collaboration with Carbon underscores our focus of equipping publishers with the best functionally combined with a superior data and technology offering in the market."*

About Narratiive & Carbon

Narratiive is the go-to partner for actionable insights and intelligence for marketers & publishers in MENA, South Africa and emerging markets. With the largest footprint in its operating markets, Narratiive offers a suite of analytical, research, insights and market mapping tools.

Carbon RMP (revenue management platform) is a real-time, first-party platform that consolidates revenue & audience analytics, data management and yield operations into a single, fully compliant solution. By providing a seamless view of how editorial, audience and revenue operations interact, Carbon enables better content, buy-side and sell-side decisions through yield optimization, and intent driven audience development, execution & monetization, with compliant, end-to-end transparency.

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Scan Me:



Company Contact:

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Carbon

E. marketing@carbonrmp.com

W. <https://carbonrmp.com/>

Additional Contact(s):

bobby@carbonrmp.com

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