

MEDIASMART AND NEXD UNVEIL INNOVATIVE PROGRAMMATIC RICH MEDIA PARTNERSHIP

Wednesday 22 May, 2019

On 22 May, Mediasmart and NEXD announced a new integration of rich media tools directly within Mediasmart's demand-side platform (DSP) dashboard to streamline the rich media creation process for MediaSmart's customers.

By directly integrating [NEXD Campaign Manager](#), NEXD's self-service rich media ad creator, with Mediasmart's DSP console, Mediasmart's customers can now quickly create lightweight, engaging, elegant interactive ads using a simple drag-and-drop interface.

According to data from [Statista](#), advertiser demand for rich media ads has grown each year, and this growth is forecast to continue for years to come. This trend has been driven largely by the mobile sector, an area that Mediasmart and NEXD heavily focus on.

Most rich media solutions use HTML5 to power their creatives, which has been a large factor in slow-loading pages and a limited range of creative options, thus feeding the growth of ad blockers. NEXD has spent the last four years building NEXD Engine, a proprietary, rich media-focused ad framework, to overcome these problems by being faster and lighter and allowing more creativity than HTML5.

'MediaSmart has always been very clear about its position within the mobile advertising ecosystem: full focus on advertisers and the buying process', said Noelia Amoedo, CEO of Mediasmart. 'That's why we're delighted to announce the integration of NEXD Campaign Manager. With NEXD's technology, Mediasmart can focus on delivering our advertisers the best the industry has to offer without compromising the advertiser experience. We will be rolling out the integration for select partners from May 20 onwards, with a view to opening up access to all our customers within the following couple of weeks.'

Erik Tammennurm, CEO of NEXD, added, 'It's been NEXD's goal from the start to give much broader access to the kind of rich media creativity previously only accessible to a handful of agencies. At the same time, we also want to dramatically improve the audience experience through faster, lighter, user-initiated interactions with ads. We have seen that opening a dialogue between the brand and the audience has much better results. By integrating NEXD Campaign Manager into MediaSmart's DSP, we have taken a huge leap towards achieving our goal of accessible rich media ad production for all.'

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Notes to editors:

About NEXD

NEXD is an advertising technology company with creativity at its heart, that has developed a unique way to deliver content. Founded in 2014 and headquartered in Estonia, NEXD is a fast-growing global AdTech company that specializes in rich media advertising.

NEXD is the first creative advertising technology company that uses Gaming-technology base for making interactive and high-performance creative solutions that can be used anywhere. NEXD's products consist of Self service platform and Cloud-based design tool.

NEXD has a broad client base across the globe, with offices in Tallinn, London, Vienna, Paris, Copenhagen, Singapore, and Tokyo.

For any media enquiries contact:

Marii-Heleen Penu

NEXD

Media:



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ABOUT MEDIASMART MOBILE

mediasmart Mobile is the first programmatic media buying solution that enables mobile advertisers to easily run campaigns driven by incremental metrics.

mediasmart Mobile was one of the first movers into the mobile programmatic ecosystem, having launched in Jan 2012. It gives access to global mobile inventory - both in mobile apps and web - from more than thirty ad exchanges/SSPs, and it has successfully proven throughout the years that its algorithms can effectively manage big data to deliver results. A proven and scalable technology, currently handling more than 900,000 ad requests per second, mediasmart can be used directly by clients on a self-serve basis or via APIs, and it handles both RTB and programmatic direct buys.

Located in Madrid, London and Paris, mediasmart Mobile includes a team of mobile and advertising experts and is backed by well-known investors KOMM Investment (Michael Kleindl) and Kibo Ventures (Aquilino Peña).

For more information, visit <https://mediasmart.io/>, follow @mediasmart_mb or contact info@mediasmart.io

For more information

mediasmart: <http://mediasmart.es/>

Media Contact

Drennan du Plooy

The PR Network

M: +44 (0) 7950 129954

e: Drennan.duplooy@theprnetwork.co.uk

Company Contact:

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NEXD

T. +3725217057

E. erik@nxd.com

W. <https://nxd.com>

Additional Contact(s):

Marii-Heleen Penu, marii@nxd.com, +372 551 8180

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