



Datonics Integrates Audience Data with Atedra

Partnership extends Datonics data segments across desktop, mobile and Digital Out of Home campaigns

NEW YORK, April 24, 2019 – Leading online data marketplace [Datonics](#) has entered into a data partnership with digital tech firm [Atedra](#). The deal provides advertisers using Atedra’s demand-side platform for desktop, mobile and DOOH audience campaigns in Canada and the U.S., access to Datonics’ data segments, strengthening audience profiles and their ability to reach the right consumers, at the right time.

“We are happy to be partnering with Datonics and including their high-quality audience data into our cross-platform DSP,” said Pierre-Antoine Fradet, President at Atedra. “The partnership will increase the diversification of high quality data sets available for our advertisers, while also strengthening our position in the US, where we recently launched our Mobile and DOOH Audience offerings with the opening of our New York City office.”

The Datonics data now available to Atedra’s advertisers includes more than 1,000+ pre-packaged and an unlimited number of custom keyword-derived segments, based on high-quality search, purchase intent, life-stage and B2B data on 200+ million North American users.

“Through our new partnership with Atedra, we’re offering brands the opportunity to conduct personalized marketing at scale,” said Michael Benedek, CEO, Datonics. “We are excited to be working with Atedra and extending our data segments to their users across North America through their unique product offering.”

About Atedra (www.atedra.com)

Atedra, a company founded in 2006, won recognition through its vast digital network and programmatic capabilities. Recently launching their Digital-out-of-home audience platform and first in the world to be able to change a DOOH screen based on who’s in front of it in real time, it now offers ad agencies and advertisers a 360 spectrum of product offerings with digital, mobile and DOOH into one platform. Atedra’s technology is proprietary: DSP, SSP, DMP, AI, Ad server & CMS. Atedra is proud TAG member with offices in Montreal, Toronto and New York.

About Datonics

Datonics (www.datonics.com), a subsidiary of AlmondNet, is the Internet’s leading independent aggregator and distributor of highly granular and proprietary search, purchase-intent, life-stage, demographic and B2B data. Datonics’ 1000+ pre-packaged segments and unlimited number of custom keyword-derived segments facilitate the delivery of highly relevant, privacy-sensitive ads to 200+ million North American consumers on all of their devices. Datonics is headquartered in New York City with a research and development center in Tel Aviv, Israel. Datonics is a member of the Network Advertising Initiative (NAI).