



wywy and Dentsu Aegis Network's Amnet target TV audience online

- **Cooperation for cross-screen campaigns successfully started in Germany and other European countries**
- **Cross-screen campaign with uplift of 35% in click-through rate**

Munich, June 11th 2014 – Amnet, the experts in emerging data-driven media strategies of the Dentsu Aegis Network, has recently partnered with wywy, the global leader in real-time TV ad tracking and cross-screen synchronization. Together, they help advertisers to reach TV viewers on their Second Screen with synchronized online ads and thereby enhance the effect of TV campaigns.

Technology for TV airing data meets online trading expertise

Almost half of smartphone and tablet owners use their devices as a Second Screen while watching TV. Therefore a key challenge for advertisers is winning back the TV ad awareness lost through distraction by the Second Screen. Using wywy's technology to track the TV ads of Amnet's clients in real-time, Amnet can purchase online inventory the instant a TV ad is aired. These cross-screen campaigns allow advertisers to measurably increase TV ad awareness and engagement.

Frank Sülmann, Managing Director at Amnet Germany, explains: "Enhancing our own online targeting platform with wywy's TV airing data and their deep integration into real-time bidding platforms gives us a new opportunity to target TV viewers with appropriate display and online video advertising".

CTR uplift and positive responses to brand attitude and purchase intent

wywy and Amnet have launched several successful campaigns in Germany and multiple other European countries. "In a recent mobile campaign for a Telco advertiser in Germany, we saw a 35% increase in click-through-rate, which was achieved with wywy's synched advertising offering and Amnet's geo-targeted call-to-action", adds Janine Liu, Head of Targeting and Media at Amnet. Eric St. Gemme, Director Global Advertising Sales at wywy, highlights the value of cross-screen campaigns: "A vast majority of TV viewers are distracted using their Second Screen while watching TV, meaning that half the effectiveness of TV advertisement is lost. Synched advertisement helps regain ad awareness and bring positive responses to KPIs such as brand attitude and purchase intent".

About wywy:

wywy (www.wywy.com) helps advertisers to extend their TV campaigns across screens and to analyze the online impact of their TV advertising. The company offers synchronization of TV and online advertising to reach TV viewers on their Second Screen and increase ad awareness. With wywy's real-time TV ad tracking advertisers can compare what TV creative, channel and airtime works best and optimize their media plan accordingly.

About Amnet:

The AMNET group is part of the Dentsu Aegis family.

AMNET combines the science of targeting with the art of personal engagement to deliver better results for advertisers by fusing demand side platform technology and data – to buy highly targeted, audience specific online media to improve brands' performance and deliver them better value.

Using both algorithmic technology and data insights, AMNET continually evolves and improves how to create and deliver audiences, data management, reporting and insight.

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