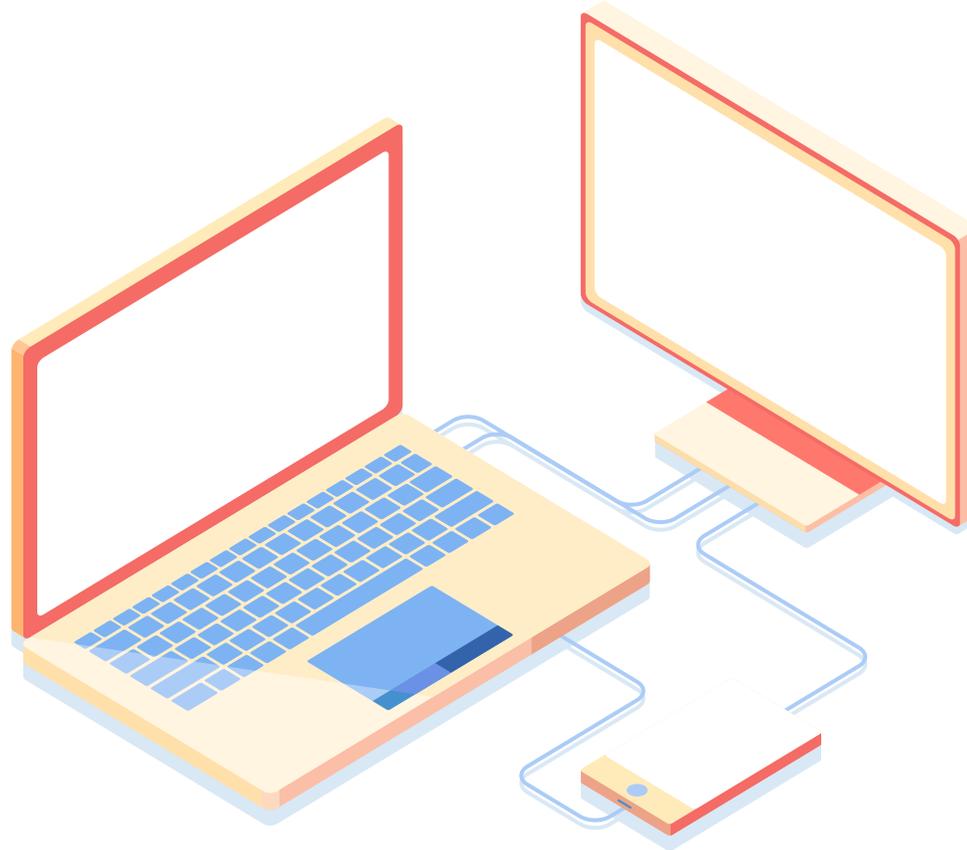


## PRESS KIT



Tradelab

PARIS / BERLIN / ISTANBUL / MADRID / MILAN / SÃO PAULO

[www.tradelab.com](http://www.tradelab.com)



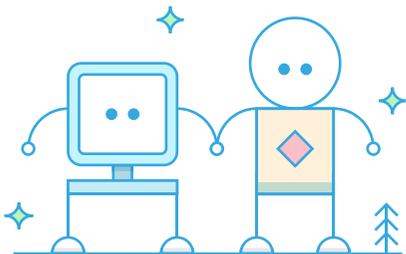
# THE COMPANY

## **Who:** A MEDIA BUYING PLATFORM WITH PROPRIETARY TECHNOLOGIES

Initiated by the introduction of programmatic in France in 2011, the pure player Tradelab is a media buying platform for brands and agencies. Based on a tailor made algorithmic construction solution and unprecedented proprietary technologies, Tradelab leads and optimizes multi device advertising campaigns from its clients via real time bidding.

## **What:** A QUALIFIED TARGETING FOR A QUALIFIED AUDIENCE

Provision of a transparent buying platform that offers a complete access and an optimal control of the brand experience. Tradelab tools are specialized in identifying audiences and respectfully supporting users from the acquisition phase to client retention.



## **How:** A HUMAN-MACHINE ALLIANCE FOR AN IDEAL AND PRECISE NAVIGATION

An unprecedented approach based on the alliance between human expertise and machines. The human recognizes the challenges of the advertising clients, realizes a personalized audit, creates the users' transformation funnel and personalizes the buying algorithm. Once the optimum is defined, the machine will adapt it.

## **Why:** GIVING ADVERTISING ITS HELPFUL ROLE

Audience targeting, and media production give advertisement back its informing role, as brands are lastingly reconciled with their audiences. The consideration of the diffusion environment and of the client's brand image guarantee performance and notoriety of campaigns.

## FOUNDING MEMBERS



**Yohann Dupasquier**

As a tech passionate and digital fan, Yohann started creating and monetizing websites at the age of 15 before becoming a “serial entrepreneur” starting 4 start-ups in the web design and advertising sector. He founded Tradelab Smartdata in 2010 and afterwards Tradelab with Charles Gros in 2011.



**Charles Gros**

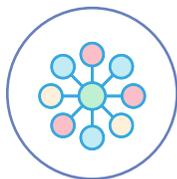
Charles already toured the world twice and is a big fan of extreme sports and from all walks of life. After a 15-year long career in digital marketing and multi-device online media, he decides to dare the entrepreneurial adventure with Yohann Dupasquier

# METRICS

IN 6 YEARS



170 experts



250 active clients



1st independent buyer\*



33 trophies won



+ 10 000 campaigns



7 offices



Access to 177 million  
exclusively qualified profiles



Access to 95% of the  
advertising inventory

## CUSTOMER REVIEWS

“Tradelab’s big plus is its pedagogic efforts, as RTB is a relatively complex area. In this way, we can understand the different strategies we set up at the occasion of our campaigns. Especially through Test&Learn and the orientation of our investments towards the best solutions.”

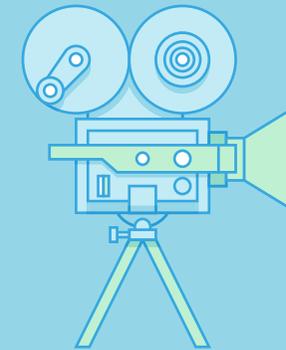
**Frédéric BERLIE,**  
**Head of Digital Marketing, DARTY**

“We work with Tradelab over a year and a half ago, on problems of advertising message production. We have recently integrated TV connect, as it turned out as a logic consequence to the already invested channels.”

**Florence Lemesle,**  
**Head of Publicity and Media partnerships at Futurocope**

“The reason we only work with Tradelab is obviously the present outcomes. We challenged a certain number of indicators which are all in the green area today and managed to optimize our conversions to a maximum and we hope to continue like that.”

**Maïana Darmendrail,**  
**Digital Communication Service Manager at Toyota France**



Watch Videos

<http://tradelab.com/en/reviews>

# SOURCES

## Images and Logos

<http://tradelab.com/en/press-room>

## History and Team

<http://tradelab.com/en/company>

## International Teams

<http://tradelab.com/en/our-offices>

## Discover programmatic

<http://tradelab.com/en/programmatic-en>



**For further questions:**

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