



## **eMoteev acquires Elium to simplify and consolidate all digital media investments under one platform.**

*A few months after its rebranding, eMoteev accelerates its development strategy by offering brands and media agencies the first 360° digital platform.*

**Paris, September 4<sup>th</sup>**

eMoteev, the Adtech company specialized in creating and displaying digital media campaigns, is announcing **Elium's** acquisition, French ad-tech's rising star, co-founded by Fabien Livet and Benjamin Longearet (both ex-Teads).

eMoteev (part of the Adikteev Group and founded by Xavier Mariani and Emilien Eychenne) has evolved during the last 7 years from an ad-network to a programmatic digital platform through the acquisitions of MotionLead (Creative rendering technology backed by YCombinator) in 2015 and Trademob (the first European mobile DSP) in 2017.

With this latest acquisition, the company is re-enforcing its positioning as **the top digital 360° platform** for advertisers and media agencies.

### **To simplify media buying and to bring transparency into the digital advertising space.**

Thanks to this acquisition, the company will continue facilitating media buying for its clients on all digital channels from display to social media while including audio or search.

A platform like Elium matches perfectly with the company strategy as it allows its clients to have only **one entry point to all existing advertising solutions**.

Furthermore, it will give advertisers a holistic view of all their digital media investments while regrouping all data points in one place for more visibility and transparency.

**In a digital media environment trusted by GAFA and lacking transparency, we believe it is important for advertisers and media agencies to take back control.** A channel-agnostic solution to optimize all digital investments through custom AI and allowing to manage digital media advertising load on their users brings an answer to the market's needs.

This willingness to turn digital advertising into something accessible and manageable by the largest number of people lead the company to acquire Elium. The possibility to combine the power of Elium technology (AI optimization, workflow automation, unified dashboards, centralized data, cross channel optimization algorithms...) with eMoteev technologies and expertise convinced the founders of both companies to close this deal.

*«Advertisers are begging for more transparency and want to take back the control of their media investments. In order to better pilot and align their advertising campaigns with their business goals we deeply believe that they will need the right tool and services. This tool is the Elium platform and we provide the right services! This acquisition will definitely accelerate the deployment of our solution on the market.»*

Explained **Fabien Livet, Elium co-founder.**

*« We are now launching internationally the only solution unifying creativity, media buying and the capacity to optimize a digital campaign cross-channel. This is a major evolution and we believe this is the answer advertisers were waiting for to trust digital advertising market again.»*

selon **Emilien Eychenne, eMoteev co-founder.**

#### **About eMoteev :**

eMoteev is THE branding solution dedicated to brand awareness and/or qualified traffic generation. eMoteev achieves amazing campaigns results by developing bold creative ads and by displaying them cross-channel (social & classical media) in a local or an international, premium and safe environment.

eMoteev relies on its internal creative studio, its digital supply chain expert team and also on three proprietary unique technologies:

1. A rendering technology allowing them to develop and display high definition interactive ads in a few milliseconds
2. Algorithms that analyze data to predict ads' conversion rate on a given user
3. Display technologies connected to more than one billion users around the world.

Its team of 40 people is based in Paris and in Dusseldorf.

More at: [www.emoteev.com](http://www.emoteev.com)

#### **About Elium :**

Built by a team of experts in programmatic advertising, Elium has developed the first 360° advertising platform, providing its customers a self-service access to all digital advertising inventories (programmatic, social, ...) on all existing formats (display, video, native, audio, etc.) from a unified interface. Thanks to automation workflow, data centralization and AI optimization, Elium's platform provides a global, transparent and powerful solution for advertisers.

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