

ABOUT EQUATIV (FORMERLY SMART)

Equativ is the new single name for Smart Adserver, DynAdmic and LiquidM — three proven innovators in advertising technology. The vertically integrated company provides brand and privacy-safe solutions that empower its clients to achieve maximum impact while respecting the rights of consumers. The union combines client expertise and engineering excellence to serve the interests of both the supply-side and demand-side with equal professionalism and technical sophistication. Headquartered in Paris and New York, Equativ operates globally with a team of more than 450 in 20 offices. Equativ offers the market its own independent adserver, SSP, buyer tools, and media services to fulfil the promise of advertising technology. Learn more at Equativ.com



Pierce Cook-Anderson

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MANAGING DIRECTOR NORTHERN EUROPE, EQUATIV

"We're very happy to collaborate with IDFree.com & GDR, a trusted partner who's widely recognised for its footprint on enriched audience data in the Nordics, and to provide Nordic marketers with a 100% independent alternative to the existing targeting offerings. Together, we're fully aligned on improving transparency by allowing advertisers to take back control over their inventory and data assets."



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