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ASX ANNOUNCEMENT

EN1 Integrates with Leading Programmatic Player Sonobi

Highlights

- This integration adds to the Company and AdCel's arsenal of programmatic partnerships totaling over 160
- The Company continues to board only specific marquee-player, best of breed partnerships to build exclusivity and demand for its audiences and campaigns
- Ad marketplace platform, Sonobi Jetstream, is shifting programmatic marketing from impression-based transactions to a people-based model, ensuring content is reaching legitimate, engaged audiences

engage BDR ("engage:BDR or Company") (ASX:EN1 and EN10) is proud and pleased to announce another key programmatic integration, Sonobi, into its platform. Sonobi's unique user-centric approach adds a more personalized layer to the programmatic marketing ecosystem which allows for more accurate engagement metrics.

How Programmatic Integrations Work

Programmatic integrations are server-to server connections which enable automated media buying, without any sales people or traditional sales channels. Essentially, most programmatic companies will usually leverage a common integration specification, usually various versions of the openRTB spec. The integration process could take anywhere from 4-12 weeks+, depending on the engineering resources allocated from each side (both companies integrating). Many times, integration contracts may be signed for 6+ months, but integrations may not have started, due to the engineering queues on each side.

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Once an integration is live, the opportunity for higher customer retention and increased revenue over time is extremely high. The Company works with integrated partners, leveraging its AI, machine-learning technologies, experience and resources to enable success and value for its partners; this increases revenue for the Company and its partners. Over time, the Company has proven its programmatic integrations have yielded higher revenue per customer over its previous, non-programmatic business.

The Company's new added integrations are significant milestones and accomplishments and will have direct and significant impact on its revenues. EN1 will continue to update the market on marquee programmatic integrations.

People-Based Marketing

While the digital marketplace is hyperfocused on data, metrics, and calculating CPM, companies like Sonobi remain firmly rooted in people-based marketing practices. In a recent white paper, Sonobi's CEO argues that the cost per valuable person is the metric that really matters and that buyer-publisher transactions should focus on individual people instead of chunks of 1,000 impressions. Therefore, Sonobi's Jetstream publisher suite focuses on building relationships and holistic audience experiences to drive optimal performance and revenue results.

"In programmatic, you brought the ability for the buyer to define the audience. Why are 80%, 85% of transactions still conducted on an impression basis? Because the programmatic channel was built specifically to auction off inventory the publisher couldn't sell directly. It acts on the lowest common denominator, and there is no plannable component to that marketplace as it exists today. The component part necessary to the future people-based market is the data." - **Michael Connolly, CEO**

About Sonobi

Sonobi is a New York-based ad tech company that specializes in directly connecting clients with the best-fit buyers. Some of Sonobi's main goals include, improving browsing experiences and ensuring relevant, high-quality, content that reaches targeted users.

"Sonobi's Jetstream technology is transforming the business of traditional impression-based advertising, unifying comScore 250 premium publishers and Fortune 500 advertisers, thus enabling them to directly collaborate in order to create and deliver more addressable communication plans for the people that matter most — consumers."

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The Jetstream hands-on media approach, coupled with its people-based identifier (PBID), make media planning and delivery more dynamic and direct. “The PBID brings together first-party data from publishers along with buy-side CRMs to solve for identity across screens and environments. The system updates its identity information of over 150 billion points of deterministic data monthly, in order to preserve relevance and drive greater scale to addressable media.” In the end, this ensures that transactions are relevant, predictable and measurable.

Some of Sonobi’s top clients include, Gannett, USA Today, PMC, CBS, The Guardian, Nexstar, and The Trade Desk. The company has over 70 employees and services clients across North America, Europe, the Middle East, Africa and Australia. For more information about Sonobi, check out their website at: sonobi.com

Michael Connolly, CEO

Serial entrepreneur, Michael Connolly, is the founder and current CEO of Sonobi. Since its founding in 2012, Connolly has guided the company become a leader in people-based marketing solutions.

Connolly has an extensive background in working with digital advertisers and publishers and providing innovative ad solutions. In 2009, Connolly and Sonobi’s current CTO, Nathaniel Thomas, founded a software company that focuses on web applications, called Digital Tech Publishing (DTP). DTP was acquired in 2012. At that time, DTP was generating over 30 million unique visitors and 1.5 billion ad impressions per month.

Before entering into the field of digital media and marketing, Connolly was an Army officer and military aviator. He served as a Battle Captain in the Army during the Iraq War and was responsible both for his soldiers and millions of dollars’ worth of equipment. While in service, he was awarded the Air Medal for Meritorious Service in Combat.

Michael has been recognized as one of Florida’s most successful young executives under 40 by the Orlando Business Journal and as a 2018 winner for Ernst and Young’s prestigious entrepreneur of the year award. Connolly holds a B.A. in Business Administration and Philosophy from State University of New York at Albany.

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Benefits of Integration

Sonobi is offering better ways for publishers, media agencies and advertiser brands to drive results and achieve business goals. Its user-centric approach creates more effective ads and stronger connections between people and brands.

Sonobi's platform allows for maximum scale, while maintaining control of audience relationships and engagement. The company's strong audience connections facilitate the process of forecasting new market opportunity, enhancing value delivery to clients, and creating more profitable businesses. Sonobi also works to eliminate unnecessary margin erosion by directly managing demand partners, thereby eliminating third-party fees.



On behalf of the Board
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