Tremor Video Enhances Self-Service DSP Capabilities

Tremor International Ltd (AIM: TRMR), a global leader in advertising technologies, announces that its brand advertising division has introduced a number of self-service enhancements to the Company’s existing Demand-side Platform (“DSP”) within its programmatic video division.

The upgrade creates an enhanced user interface with advanced CRM tools, that both simplify and broaden the client experience across planning, execution and tracking video advertising campaigns.

These data-driven enhancements deliver a number of benefits including a more operationally efficient environment and more precise campaign planning and optimisation capabilities. The self-service platform also includes a campaign-centric, single-page design that allows for a seamless and intuitive user interface experience.

Advertisers will benefit from augmented audience discovery tools allowing them to access audience scale directly within the user interface in order to better strategise and locate new desired segments through expanded search capabilities.

This launch follows the artificial intelligence and machine-learning improvements to the DSP which have already been implemented, allowing it to evaluate high-value opportunities for brands and agencies to improve their cross-platform video and Connected TV campaign performance.

Ofer Druker, Chief Executive Officer of Tremor, commented:

“The enhancement of the self-service capabilities of Tremor Video’s DSP is a significant strategic development to our offering, as we believe it will provide an important growth engine in the Company’s future development. It is crucial that we continue to innovate, as we operate in an ever-evolving market in which advertisers demand increased levels of flexibility, customisation and audience targeting capabilities, and this launch coupled with our recent AI and machine learning improvements to the DSP is testament to our ability to do so.”

“Video is the fastest growing segment in digital advertising and the optimal format for advertisers to communicate their messages and we continue to ensure we are best positioned to capitalise on this ongoing growth.”

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About Tremor International

Tremor International Ltd is a global leader in advertising technologies, operating in more than 70 countries. It has three core divisions: Tremor Video (brand advertising), Taptica (performance advertising) and RhythmOne (media).

Tremor Video helps advertisers deliver impactful brand stories across all screens through the power of creative video intelligence—innovative video technology combined with advanced audience data and captivating creative. Tremor Video is one of the largest and most innovative video advertising companies in North America, with offerings in CTV, influencer marketing, and private marketplaces.

The Taptica performance business is an end-to-end mobile technology advertising platform that helps the world’s top brands reach their most valuable users with the widest range of traffic sources available today. Its proprietary technology leverages big data to target quality media at scale. It works with more than 600 advertisers including Amazon, Alibaba, Bytedance, Netmarble, Stubhub and OpenTable.

RhythmOne drives real business outcomes in multiscreen advertising. Its highly-ranked programmatic platform efficiently and effectively delivers performance, quality, and actionable data to demand and supply-focused clients and partners – and its influencer marketing offering fosters action and awareness by connecting brands with influencers who create and distribute branded content to engaged consumers.

Tremor International Ltd is headquartered in Israel and maintains offices throughout the US and Canada, Asia-Pacific, Europe, India, and Latin America, and is traded on the London Stock Exchange (AIM: TRMR).