



NEWS RELEASE

# Spongecell Integrates with Grapeshot

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**New York, NY, March 17, 2017** — Spongecell, the leader in programmatic creative technology, has announced today the integration of the Grapeshot vertical-specific keyword targeting technology into the Spongecell platform. This partnership will offer advertisers the ability to serve the most relevant creative unit based on the page content they consume in real time.

"With the recent release last year of the IAB Dynamic Content Ad Standard, co-authored by Spongecell, we are truly on the cusp of realizing the full potential of personalized marketing at scale," said Ben Kartzman, Spongecell CEO. "Against this backdrop, Spongecell is excited about leveraging the Grapeshot technology to further enhance our ability to optimize hyper-relevant targeting based on dynamic consumer data."

Agencies, who use real-time, dynamic data to personalize ads routinely see boosts in campaign performance. When polled on the primary benefits of these personalized ads, 40.2% cited increased engagements and 39% cited increased click-through rates. (eMarketer, September 2015) For example, with page-level keywords, an advertiser can sculpt its targets beyond general sports enthusiasts and distinguish between cricket and ice hockey fans.

"The combination of Grapeshot's word ranking technology and Spongecell's dynamic creative platform will create an unparalleled level of smart targeting and hyper-relevant creative decisioning," said John Snyder, Co-Founder and CEO at Grapeshot.

## About Spongecell

Spongecell ([www.spongecell.com](http://www.spongecell.com)) is an award-winning creative technology company that enables brands to serve smarter, data-driven creative and to streamline the creative build process to maximize efficiencies. By integrating data, machine learning and automation in the creative process, marketers can efficiently deliver more resonant

brand experiences in their digital advertising. Spongecell works with some of the biggest companies in the world to drive their digital advertising campaigns and bring more interactive and personalized ad experiences to potential customers. An independent, privately owned company, Spongecell is headquartered in New York City and has offices across the United States and Europe. For more information, visit [www.spongecell.com](http://www.spongecell.com).

#### About Grapeshot

Grapeshot is a global privately-owned keyword data provider that provides data to help brands, agencies, trading desks and publishers navigate advertising choice. Grapeshot builds connections for clients and partners using our page crawling algorithm, providing audience and keyword targeting and analytics solutions in open and private programmatic environments. Grapeshot's core technology and product suite offers a fully customizable, transparent and scalable solution, giving our clients simple, integrated control over brand safe targeting. Grapeshot is integrated with all major programmatic trading marketplaces including AppNexus, MediaMath, Turn, The Trade Desk, AdForm, iPinYou and AOL. Grapeshot receives over 3.5M QPS, 3T classifications per month, recognizing 100+ languages and deploying standard segments in 30+ languages. Grapeshot has offices in Cambridge, London, New York, Chicago, San Francisco, Singapore and Sydney.