

Press Release

27 January 2015

## **MediaCom France launches 3D, Its New Data-Driven Display Platform, in Partnership with Weborama**

Paris, 27 January 2015 – Mediacom, a media agency belonging to the GroupM group, in partnership with Weborama, a leading European Data- company, has announced the release of its new "Data-Driven Display" platform, which uses data to drive programmatic buying. With 3D, MediaCom is placing data at the heart of its advertisers' programmatic strategy, assisting in the creation of their Media DMP.

Based around Weborama Audience Manager (WAM), Weborama's DMP platform, 3D allows advertisers to create a real Data asset and to use this to improve the performance of their online media strategies.

With 3D, MediaCom achieves 3 main objectives of online advertisers:

- Improving the knowledge of their target audiences
- Improving communication with potential customers to keep them advancing along the conversion funnel
- Optimising their display acquisition strategy

In order to achieve these 3 objectives, 3D offers intelligent segmentation of advertisers' potential and established clients based on data from media reach and behaviour on websites. 3D then enhances the knowledge of these established and potential clients through a behavioural and socio-demographic analysis of each segment. Finally, 3D makes it possible to activate these segments as part of acquisition or loyalty programs managed by GroupM PBU, MediaCom's Programmatic Business Unit.

Corinne Pessus, President of MediaCom France, says that "MediaCom offers its clients the ability to innovate thanks to turnkey solutions, always searching to improve the efficiency of their communication system".

Mathieu Roche, Managing Director for Weborama France, believes that "This offering provides MediaCom clients with an accessible, transparent and high-performance tool to improve their strategies for audience planning and programmatic buying."

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For further information, please contact:

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**About Weborama**

**WEBORAMA : FROM DATA TO VALUE**

Weborama has been innovating in the Data field since 1998. Using NLP (Natural Language Processing) and semantic analysis, the company builds taxonomies, profile databases and technological tools that make it possible to better manage digital content and thereby optimize digital marketing campaigns.

With 440 million profiles, and operating in 10 European countries, Weborama is the leading European data company. Weborama has been listed on Alternext since June 2006 (ALWEB). Its revenues continue to increase, reaching 25.8 million euros in 2013.

*Further information at the following link: [www.weborama.com](http://www.weborama.com)*

**About MediaCom**

With a global investment of over 25 billion dollars (source RECMA) and a presence in 97 countries with 122 offices, MediaCom is one of the world's largest media agencies. P&G, VW Group, Dell and Universal are some of its most prestigious clients.

As an agency, MediaCom focuses its philosophy around the effective power of a global communication network: content and connections. The efficiency of this approach is easily demonstrated by its exclusive connected audit system

MediaCom is a member of WPP, the largest marketing communication services group in the world, and belongs to GroupM, the cutting edge of WPP's consolidated media investment.

*Further information at the following link: [www.mediacomfrance.com](http://www.mediacomfrance.com)*

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