

DQ&A becomes DQ&A Media Group after acquisitions and international expansion

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'The online agencies Adsimilis, admazing and AdGibbon join the Dutch group'

After more than 10 years of online marketing expertise, the European leader in Display Engine Marketing, DQ&A, has accelerated its growth with a series of acquisitions and international expansion.

With the raise of the ad exchanges, the increasing demand for transparent media buying solutions, and the battle of the screens, display advertising has grown to claim its place. And the previously known AdOperations agency has expanded its reach into performance media, mobile advertising and reporting technologies.

"After more than 10 years of expertise in AdServing and AdOperations we've extended our business in order to provide publishers and advertisers with a unique combination of services and we've evolved into a Display Engine Marketing one-stop shop, the DQ&A Media Group," mentioned Rick van Boekel, CEO of the multinational.

"With the strategic acquisition of the US-Dutch boutique agency Adsimilis, we made a big step into the area of performance based online media buying on a global scale using our own RTB Trading Desk, social media advertising buying and our global affiliate network Adsimilis Direct," added van Boekel.

DQ&A Media Group has also acquired the Swiss online advertising agency admazing, best known for its proprietary technology "adcockpit 5". "The adcockpit reporting tool enables advertisers to monitor and analyse online advertising campaigns via a 'one-click' approach," says van Boekel. "Admazing has also developed the adfinity Premium Performance Network, which helps guarantee performance based revenues. The technology from admazing is key to the strength of our company."

The latest addition to the DQ&A Media Group is the Dutch company, AdGibbon, specialised in delivering rich media, ad serving and advanced analytics technology for mobile devices. "AdGibbon is one of the first companies to introduce this type of high-end mobile advertising technology in Europe, and we are ready to launch also in South America," says van Boekel.

DQ&A Media Group has offices in Brazil, Germany, Italy, the Netherlands, South Africa and Switzerland.

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