

Amobee and HYP Announce Partnership for Data Integration

HYP's 1,500+ audience segments are now available for activation on the Amobee platform

SYDNEY, Australia, (10 June 2021) — Amobee, a global leader in advertising technology that unifies TV, digital and social to deliver results that drive customer growth, is pleased to announce a partnership with HYP, the simplest platform for complex decisioning, to give marketers and agencies access to one of Australia's largest audience database for targeting and analytics across all screens, including Out-of-Home (OOH) and Connected TV (CTV). This partnership also gives marketers access to a solution that is both 100% cookie-free and privacy compliant. Using a combination of data points derived from mobile intelligence – including, but not limited to location, behaviour, age, gender, income, retail expenditure and household type – and advanced machine learning, marketers can gain deeper insights into consumer journeys, audience profiles, visitation and incrementality. Based on HYP's internal data, brands that have allocated 8-15% of their media spend on HYP's targeting and measurement solution have seen an increase in outcomes of 30% or more. Depending on the category, the uplift has even peaked over 300%. "With the imminent demise of third-party cookies, it is important for us to integrate with data providers that are future-proofed," says Andrew Dixon, VP of Sales at Amobee Australia and New Zealand, "HYP's priorities are aligned with ours at Amobee and we are extremely excited to make their data available to our partners and clients." "We are always looking for partners that have a strong value exchange with their customers," says Yun Yip, Managing Director, APAC at HYP. "Amobee's strong foothold in the region made them a natural partner for HYP as they support our mission to make the complex task of applying data for marketing easy, portable and insightful." HYP's 1,500+ audience segments, which are recategorised daily, are now available for activation on the Amobee platform. Within the next few weeks, HYP will also be exclusively launching a data partnership with Amobee, which will be ID free to further deliver sustainable and incremental outcomes for customers. To learn more about the Amobee and HYP data integration, please contact solutions-anz@amobee.com.

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