



CtrlShift accelerates expansion in ANZ following local client wins

Leading future-ready agencies, The Hallway and Acquire, sign on for CtrlShift's transparent media management and optimisation platform, The Hub.

AUSTRALIA, 21 August 2019 - CtrlShift, a new-age technology company simplifying programmatic advertising through aggregation and automation, has expanded its ANZ operations following its launch in March, several new marquee client wins and an increasingly favourable regulatory environment. "This is a pivotal time for CtrlShift in the region," said CtrlShift's Chief Solutions Officer Paula Harrison. "Programmatic ad spend in Australia is set to grow to almost \$3bn in 2020. The market is driven by razor-sharp brand marketers who demand transparent and effective use of every media dollar through a seamless integration of timely metrics and insights in a consolidated, accessible format." The CtrlShift expansion comes on the back of impressive new client wins: The Hallway, one of Australia's most innovative full service agencies and Acquire, a leading New Zealand provider of programmatic technologies and solutions. "We're happy to deliver against all these demands with The Hub and even happier that strategic agencies like The Hallway recognise the power that The Hub delivers to strengthen transparent relationships with brands," said Harrison. The company's enterprise programmatic media management and optimisation platform, The Hub, helps advertisers and media agencies enhance and extract greater value from their programmatic advertising processes through aggregation and automation straight-out-of-the-box, including integrations with world-leading platforms like MediaMath, AppNexus, iPinYou, Zemanta, Amobee, Facebook and DV360. According to Jules Hall, CEO at The Hallway, "The Hub is the perfect vehicle to deliver the kind of transparent media buying and real-time performance optimisation that brands are now demanding as table stakes. As the market gets more competitive, it's smart technology like The Hub, combined with strategic and creative smarts, that will deliver clients the best value." In addition, Jamie Moran has been appointed Head of Client Success, ANZ to spearhead organisational consulting and trading advisory. Based in Sydney, Moran brings more than a decade of deep experience in media planning, buying, and trading operations management from his previous roles as Head of Operations at Yango and National Display Director at Columbus. "Moran has hands-on trading leadership experience, a client-oriented sensibility and proven technical skill. For brands and agencies who want to re-design, scale and future-proof their programmatic operations with The Hub, Moran provided experienced been-there-before support," added Harrison. Moran said: "As a former Head of Trading, I would have killed to have a technology like the Hub at my fingertips! The Hub is the connective tissue for programmatic which has been sorely lacking. It helps digital teams spend more effectively, optimise sooner and capture insights that would be lost in the non-automated set-up that is the status quo." The Hub serves brands and agency trading desks from the financial, technology, travel and publishing sectors. The SaaS solution is available globally, serviced by offices in Singapore, Malaysia, Australia and the UK. - ENDS -

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