



## First UK contract for Smart AdServer with DNX

*DNX Marketing becomes a customer of Smart AdServer, thus continuing its development in Europe*

Paris, 5 June 2008 – **Two months after the opening of its English subsidiary in London, Smart AdServer, a leading player in Europe in aderving and digital marketing, announces the signing of its first UK contract with DNX, a multi-channel marketing agency.**

A British company founded in 2000, DNX provides a full range of online, offline and trade marketing. With fifteen local and international customers including WebEx, Sun Microsystems and Timberland, the company wished to benefit from an aderving tool which was both simple and high performing. It thus chose Smart Adserver's online advertising agency management tool which, thanks to its intuitive and easy to use interface, and its comprehensive reporting module, enables an extremely detailed analysis of campaigns, meeting all the agency's needs.

Smart AdServer develops and sells an advertising campaign tool for agencies, advertising departments and publishers. After making its mark in France as a key e-marketing player, the company is continuing its development, and has strengthened its activity on the international stage with the opening of several offices and the signing of new contracts, in particular in Germany, Spain, Canada, Belgium, Switzerland and now the UK.

*"Smart AdServer is delighted to sign its first contract in England, because the British market is not only the largest European e-advertising market, but it is also the market where trends are set", said **Cyrille Geffray, Managing Director of Smart AdServer.** "This signing consolidates and strengthens the Smart Adserver launch strategy in the UK market, which represents real potential and, over time, an important springboard for growth in other European countries."*

### **About Smart AdServer**

Smart AdServer SAS develops and sells one of the main aderving technologies for the management of one line campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customer numbers compared with its competitors, thanks to the innovative and unique functionalities of its product and ease of use. Smart AdServer has more than 100 customers for 1000 sites spread over four continents.

Among its customers are major media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Magna, Diemediafabrik ... as well as a large number of sites and advertising agencies including PIXmania, Boursorama, Allociné, 01Net, Reed Business, Canal +, NRJ Global, MSD, Wolters Kluwer, Groupe Smart&Co, La Vanguardia...

### **Smart AdServer Press Contacts - Agence Point Virgule**

Annabel Verrier / Marion Lauria

Email: [averrier@pointvirgule.com](mailto:averrier@pointvirgule.com) / [mlauria@pointvirgule.com](mailto:mlauria@pointvirgule.com)

Tel.: +33 1 73 79 50 59 / +33 1 73 79 50 67