

### 3W Régie launches its Programmatic advertising marketplace



The 1st adexchange 100% E-commerce

**3W Régie announces the launch of 3WAdex, the 1<sup>st</sup> private & real-time advertising marketplace focused on E-commerce audiences.**

#### *A great "premiere" in E-commerce*

**3WAdex** commercializes, in an exclusive and real-time auction model (RTB), the display ad-inventory of 14 websites, all consumption-oriented: Apreslachat, Cdiscount, CdiscountPro, ComptoirSanté, GéantCasino, GoSport, LaRedoute, MisterGoodDeal, MonCornerDéco, PriceMinister, ToutyPasse, Trèfle, Vivastreet and Wanimmo.

**3WAdex** offers to announcers and their boards a qualified-digital audience of 19.2 million of Unique Visitors per month<sup>1</sup>, whether more than 41.1% of the French E-commerce audience, and more than 1.26 billion of impressions<sup>2</sup>.

**3WAdex** uses the real-time marketplace technology developed by DoubleClick AdExchange, and his own DMP, realised in partnership with Ezakus, which allows the use of first-party data directly extracted from its editors.

#### *A brand new positioning in the Programmatic trading industry*

Thanks to the complementarity and strength of its websites, **3WAdex** benefits from a unique positioning on the French programmatic industry. By mustering its forces within a unique platform, **3WAdex** has reached a critical size permitting to defend and propose a regularly renewed, specific and receptive audience.

#### *Efficient and specific devices*

**3WAdex** marketplace provides to real-time bidders a full access to its display ad-inventory in 3 ways:

- **Thematic offer** via 20 consumption universes (Home, Auto/Moto, Hardware, B2B, Childcare, Real estate, supermarket...)
- **Private offer** using deal id, that give priority access to specific inventory
- **Media+Data** offer including socio-demographic and behavioural data

*"By dint of our 3-years-old-experience in programmatic monetization of ad-inventory, and thanks to the experiment and reactivity of our in-house team (a pool of trade, yield management and technic collaborators working on Programmatic), our unique positioning as advertising agency dedicated to retail media, and our ability to propose a media+1<sup>st</sup>-party-data mix, **3WAdex** injects high-value components to Programmatic advertising. We ease the direct and real-time appointment between brands and the premium audience of our E-commerce websites, in a private, exclusive and totally brand-safety environment.*

Advertisers and Trading desks can then pretend to reach their Audience Planning goals by targeting prescribers and shoppers on a real-time model” concludes **Christophe Blot**, CEO of **3W Régie**.

Sources: <sup>1</sup>Médiamétrie//NetRatings, January 2014; <sup>2</sup>DFP, global potential of 3WAdex's network, January 2014

**About:** **3W Régie** is an advertising agency specialized in *E-commerce & Classified audiences*. With a network of E-commerce French leaders, (Cdiscount, PriceMinister, LaRedoute, MisterGoodDeal, etc.), 3W Régie addresses advertisers and media agencies who want to target an audience of cyber-consumers, regularly renewed and particularly receptive to commercials. **3W Régie** operates on the Digital Marketing industry and propose a wide range of advertising solutions on web, mobile and direct marketing direct devices : **visibility** (exclusive format, contextual media-planning, audience planning including first-party data), **performance** (CPMA, native advertising), and **engagement** (rich media, special integration).

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