

## WE LOVE DATA! - nugg.ad expands its Data Management Platform

- **Data Management Platform combines online and offline data with predictions**
- **Europe-wide network of data providers with real data from different sectors**
- **Only data solution with valid privacy seal certification**

**Berlin, April 17th 2012:** Europe's largest targeting platform, nugg.ad, is expanding its Data Management Platform to enable intelligent channelling of external data for the online ad market. What's more, nugg.ad offers a solution for challenges encountered with data protection in connection with real data. nugg.ad provides the best of both worlds: real online and offline data guaranteeing the highest level of accuracy. Maximum reach is guaranteed by nugg.ad's unique statistical predictions relating to data, making online media planning a whole lot easier. With the certification of the product nugg.ad PTN 2.1 which includes the Data Solutions, nugg.ad is the only provider on the market with valid EuroPriSe privacy seal certification, guaranteeing conformity to privacy laws over and above the legal requirements.

"We have a Europe-wide network of data partners. They have deep insight into consumers, for example purchasing behavioural patterns and guarantee absolute accuracy", says **Uli Heimann, nugg.ad Director Data Solutions**. "Using data in conjunction with our prediction technology we also get around coverage problems often encountered in the use of real data; we offer the ad market much greater efficiency and scalability."

Different data providers deliver real data from seven European markets in various sectors, including automotive, telecoms, finance, travel and consumer electronics. Leading portals in Germany partner with nugg.ad as do further companies in the UK, France, Denmark, Italy, Poland and Romania.

On top of all the benefits for advertisers, nugg.ad's data solutions also enable publishers and portal operators to make their data available to the advertising market to drive profit and which is in line with privacy law. The data provider specifies what kind and scope of data is sent to the potential customers. All data is anonymised and cannot be traced back to any individual. By adhering strictly to privacy law stipulations, nugg.ad guarantees its customers the strictest confidentiality in relation to marketing of data.

nugg.ad offers the only targeting product on the market certified by the independent European Privacy Seal EuroPriSe due to its strict adherence to data protection stipulations. The seal is awarded by the Independent Centre for Privacy Protection Schleswig-Holstein (ULD) in collaboration with several European data protection supervisory authorities.

## About nugg.ad

nugg.ad AG is the leading provider of solutions to manage brand advertising and data distribution in digital media. nugg.ad makes it possible for advertisers, media agencies and marketers to measure and significantly increase the brand effectiveness of their ads. The unique approach of Predictive Behavioural Targeting makes it possible to enrich simple usage data with market-research data on sociodemographics, product interests and lifestyles. This process utilises statistical predictions without using any data that can be traced directly to individual users. That is why nugg.ad was the first provider of targeting services to receive the Privacy Seal by the Independent Centre for Privacy Protection SchleswigHolstein (ICPP). In Europe, the nugg.ad product was also certified with the European Privacy Seal, EuroPriSe. nugg.ad was awarded the "Red Herring 100 Europe" and the "European Seal of E-Excellence" in 2008. As of 2010, nugg.ad is a company of Deutsche Post DHL.

The clients of nugg.ad include SevenOne Interactive, Axel Springer Media Impact, Ad Audience, TOMORROW FOCUS Media, eBay Advertising Group, Bauer Media, OMS, freeXmedia, IQ media, Striier Interactive, ARBOinteractive, Hi-media, 3w Regie, mediasports, Unister Media, Ekstra Blader, Berlingske Media, dba.dk, Glam Media, Jyllands-Posten, Politiken, Jnformn Media, Dennis Publishing, KRONE.at, Omnicom Media Group, Zed digital, Interia, Der Standard, and others. In addition to its headquarters in Berlin, nugg.ad has offices in Hamburg, Cologne, Warsaw, Paris, Copenhagen, London and Amsterdam.

For more information, please visit: [www.nugg.ad](http://www.nugg.ad)

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