

Company profile:

plista GmbH was founded in July 2008 by Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO). It currently employs 60 people in the areas of IT, sales, marketing and management at its offices in Berlin and Hamburg.

plista operates an **online and mobile** advertising network for **text, image and video formats**, suitable for clients from the performance and brand advertising sector. plista offers website owners the opportunity to integrate these new and **innovative special advertising formats**, creating additional premium advertising inventory.

plista reaches a diversified portfolio of advertising clients through its operation of **partners' self-booking portals** (for SMEs) and its efficient **DSP technology** for direct clients and agencies. Various billing models are available for these services, including CPT, CPC, CPX and fixed prices. Real-time targeting, personalisation and reference algorithms serve to maximize publishers' eCPTs across all formats.

plista ad formats:

RecommendationAds:

The widgets that are adapted to the layout of the specific publisher, and which are usually integrated under articles; create new and additional marketing inventory space for website operators. The widget contains both personalised content recommendations for the particular website (resulting in increased dwell time, page impressions and usability) and advertisements that correspond to the interests of the user (resulting in additional revenue).

Link: <https://www.plista.com/publishers/info/recommendationads>

PictureAds:

Publishers benefit from the marketing of space within images – space that heretofore has hardly been used. PictureAds are displayed in an advertisement as soon as the user mouses over the image, and the ad closes again once the user has left the image. plista is the first supplier in Europe to offer website operators the opportunity to monetise each and every image within a gallery.

Link: <https://www.plista.com/publishers/info/pictureads>

VideoAds and ActionAds:

With plista's Video- and ActionAds, two new expandable-video formats, website operators have the opportunity to more efficiently monetise ad space inventory that has previously had a low CPM rate. The user interacts with these ads voluntarily by slowly mousing over them (involvement), which leads to the video being displayed, resulting in a positive impression of the advertiser's brand.

Links: <https://www.plista.com/advertisers/info/actionads> and
<https://www.plista.com/advertisers/info/videoads>

Additional formats for publishers and/or advertisers:

plista SlideRecommendations – Navigation element for content recommendations

plista MobileAds – RecommendationAds for mobile websites

plista InTextAds – Widgets with context recommendations that open when mousing over keywords in the text

plista LikeAds – Ad format with Facebook integration for multiplied advertising impact: <http://likeads.de>

Further products:

plista self-booking portal: <http://www.plista.com/publishers/info/satellite>

Facts and figures:

Founding team: Dominik Matyka (CEO), Christian Laase (COO) and Andreas Richter (CIO)

Date established: July 2008

Key technologies: Real-time yield optimisation, real-time bidding, DSP, targeting, CDN

Targeting: Cross-domain collaborative filtering, behavioural targeting, personalised re-targeting, semantic keyword targeting, geo, demo, frequency cappings

Investors: Crédit Agricole, DuMont Venture, HTGF, Nordwest Zeitung, Draper

Clients: Axel Springer AG, DuMont Net, Hubert Burda AG, Vodafone, GroupM, OMD, among others

Network statistics: Active on 1000+ pages, 35MM uniques, billions of recommendations per month

Awards: Red Herring 100 EMEA & Top 100 Global, European Tech Tour Association 2009 winner, among others

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