

plista is a global platform for data-driven native advertising in premium editorial environments. The Berlin based company successfully brings advertisers and publishers together since 2008 and is one of the pioneers in its segment. plista offers direct, single-source access to a broad portfolio of native solutions. With its proprietary real-time Recommendation Technology, plista is able to deliver both content and advertising that matches users' individual interests – across all channels and devices.

Thousands of advertisers and publishers worldwide trust in the unique tech know-how of plista. The native ad formats stand out through their strong engagement character and enable brands to efficiently target audiences along the entire sales funnel. This way, advertisers can easily pursue branding as well as performance marketing goals.

At the same time, plista empowers publishers to engage their visitors with customized recommendations. This lets publishers get the best out of their website or app and benefit from outstanding content monetization, increased website stickiness and sustainable traffic growth.

plista employs over 200 people worldwide and offers its native solutions on four continents.

## Milestones

