FACETz DMP: Google's DoubleClick Bid Manager connection is live

Moscow, 12-February-2015.

FACETz data targeting can now be leveraged by Google's DoubleClick customers. DoubleClick Bid Manager can license FACETz demographics and behavioral segments to lift relevance and performance of their campaigns.

FACETz DMP has been launched in 2013 and is one of the leading independent DMPs established in Russia. FACETz taxonomy offers over 1000 ready-to-use 'facets' that encompass demographics, interests, intentions and preferences of most active russian internet users.

- FACETz DMP is now reaching over 65 million unique users monthly

- Sample taxonomy is available to public: http://goo.gl/23kzJo

"FACETz delivers Smart Data Points which are easy to convert into useful insights and activate in advertising. Now that DoubleClick Bid Manager connection is in place our global partners and clients will leverage our fine targeting options in their Russian campaigns and enjoy the world-class quality and transparency' – believes Alexander Petrov, head of FACETz DMP at Data-Centric Alliance.

FACETz DMP has been launched in 2013, successfully tested and tried in hundreds of digital campaigns by Russian and international brands. Demographic profiles and their extrapolation models have been tested in collaboration with TNS - the leading research and audience intelligence player in Russia.

"We heavily invest in building very precise segments such as 'Frequent business flyers' or 'Working moms of children aged 1 to 4'. Fine targeting and relevant messaging are key success factors in brand and direct response activities alike. We are happy to fully support our clients' using DoubleClick in their programmatic mix for standard display, video, mobile, social both in open RTB or private deals.", says Konstantin Kruglov, CEO and co-founder of Data-Centric Alliance.

"We are delighted with this integration" - comments Andrey Molev, MD at Amnet (Programmatic Trading Desk of Dentsu Aegis Network), - "we use multiple data providers both global and local, and we acknowledge that FACETz delivers well on our expectations from the precision and coverage perspective. It's now a lot easier for our clients to deploy demo, behavioral and bespoke strategies leveraging FACETz. And it's critical that the data have been and can be verified by TNS and others».

To learn more about FACETz DMP and opportunities of working with FACETz data please apply on http://facetz.net or reach out by e-mail: segments@facetz.net.