

New Ingenta Audience enables advertisers to find and reach their audience at their most receptive

Oxford, 19th October 2016 – Ingenta Audience, powered by Enreach, the latest addition to the Ingenta Advertising package, allows digital publishers to sell online newspaper and magazine advertising space by leveraging programmatic buying capability to reach “the right audience, with the right offer, at the right time”, as never before.

The more publishers know about their audiences, the more enhanced the experience for their visitors, and the better placed they are to deliver a well-defined, engaged audience to their advertisers. When you know how audience profiles change from page-to-page, and how audiences move through the site, you can personalise content for the readers, thus improving relevance. The greater the relevance, the greater the engagement – in both editorial and advertising.

The new solution allows advertising channel media owners to generate data-driven revenues by collecting first party data and enriching it with segmentation to enable prediction and customisation capabilities to their advertising properties.

David Montgomery, CEO Ingenta, said; “The digital advertising world is evolving at pace. Media buyers are no longer content with buying ‘clicks’ and now want to buy ‘audience’. We are excited about the Enreach partnership, as we believe by adding in programmatic buying capabilities into Ingenta Advertising, we are in a unique position. Ingenta can now provide a cloud/SaaS based solution that fully caters for campaign selling across print & digital advertising.”

Kimmo Kiviluoto, CEO and Co-Founder of Enreach, added; “We’re delighted to work with Ingenta Advertising. We share a common understanding of the challenges facing those selling advertising space based on audience demographics and those seeking to reach specific audiences. Ingenta Audience powered by Enreach, meets those challenges.”

For more information, please visit www.ingenta.com

To visit Ingenta at the Frankfurt Book Fair this week, 19-21 October 2016, please visit Hall 4.2/stand L35

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About Ingenta

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions, and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively.

Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face.

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