

## **Sublime Skinz Announces New Programmatic Guaranteed High-Impact Advertising Solution**

*First-of-its-kind offering delivers impactful multi-device campaigns on pre-determined sites at scale*

**London, 27<sup>th</sup> June 2018:** Sublime Skinz, the leading solution for high-impact, non-intrusive digital advertising, today announced the launch of its Programmatic Guaranteed advertising solution. Building on the company's experience with programmatic campaigns for skin and wallpaper on desktop and mobile, the new Programmatic Guaranteed offering enables advertisers and trading desks to guarantee advertising placements for multi-device campaigns across its network of partner sites through the buyers' demand-side platform (DSP).

The innovative Programmatic Guaranteed model allows programmatic buyers and publishers to agree on predetermined criteria for an ad purchase, with the buyer agreeing to pay a fixed price and the seller agreeing to meet the buyer's audience needs. This arrangement better sets expectations for both parties, and provides a higher level of satisfaction for buyers who previously struggled to meet audience demands through private marketplaces.

By launching the first Programmatic Guaranteed solution for multi-device campaigns, Sublime Skinz allows buyers to transparently activate impactful campaigns across multiple platforms via their own DSPs. The Sublime Skinz Programmatic Guaranteed offer is currently available through the company's mobile and web environments, and is accessible through MediaMath and Google's DoubleClick Bid Manager. Sublime Skinz is also confirmed as a certified DoubleClick for Publishers (DFP) [Google Ad Technology](#) provider.

"In today's competitive advertising context, buyers are demanding more control over their purchases. Our new programmatic guaranteed offering allows buyers to set the exact parameters they require to deliver the highest impact multi-device campaigns at scale – ensuring they are satisfied with their return on investment," commented Andrew Buckman, Managing Director EMEA at Sublime Skinz. "This new solution demonstrates our commitment to innovation, and we are pleased to continue to provide industry-leading technology to both our agency and advertiser partners."

**ABOUT SUBLIME SKINZ**

Sublime Skinz is the leading global high-impact advertising marketplace. It is the first platform of its kind to provide multi-device advertising, working with advertisers, publishers, media agencies, and trading desks to drive efficient and effective campaigns at scale.

Sublime Skinz provides actionable statistics and transparent insights in real time, allowing brands to capitalise on the most impactful format with the greatest coverage across multiple websites. Sublime Skinz works with a clear objective to maximise revenues and optimise return on ad investments.

Founded in 2012, the Paris-based company has developed an international reach with offices in London, San Francisco and New York, and boasts an impressive network integrated with more than 3,500 websites worldwide. Sublime Skinz was honoured as the 'audience favourite' winner of the Launch: Silicon Valley World Cup Tech in 2014, and in 2016 was awarded Ernst & Young's 'Born Global' prize and Business France's 'International Trophy of Digital Business.'

For more information, please visit [www.sublimeskinz.com](http://www.sublimeskinz.com).

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