What is Evolve

Evolve is a division of Connect Ads that specializes in programmatic advertising and performance solutions; a hub for leading premium advertising technologies offering ultimate cross-channel solutions and integration with third party monitors and major MMPs which caters to advertisers’ demands and objectives.

Evolve enables advertisers to achieve their success metrics and have the ability to reach, buy, communicate and engage with complex audiences in the most advanced and consolidated way.
What is Evolve

- **Evolve in a nutshell**
  - Network
  - Premium Websites
  - Apps
  - Video
  - Display
  - DMP
  - Advanced targeting

- **Buying Platforms**
  - Display & Video 360
  - Adobe Advertising Cloud
  - BIGO Ads
  - HUAWEI Ads
  - speakol

- **Our Edge through Data Partnerships**
  - Affinity
  - Answers
  - comScore
  - Nielsen
  - B2B Targets
  - Nielsen Catalina
  - D&B
  - IQdata
  - narratiive
  - bluekai

- **Transparency, accountability and Brand Safety**
  - Integral Ad Science
  - DoubleVerify
  - proximic
  - grapeshot
  - whiteops
  - MOAT

- **Learnings and Insights**
  - Timings
  - Market Research
  - Creative A/B testing
  - Brand Lift Studies
  - Incremental Reach