

13 December 2016

**mporium Group plc**

**(“mporium” or the “Group”)**

**New partnership agreement for IMPACT**

mporium Group plc (AIM:MPM), the “mobile native” technology firm, is pleased to announce an agreement to provide its IMPACT technology product to Jellyfish, a market-leading independent digital agency. This new partnership follows the successful trial of IMPACT on the digital marketing campaign for one of Jellyfish’s largest blue-chip clients.

As the world’s biggest boutique digital agency, mporium’s partnership with Jellyfish represents a significant step in the commercialisation of IMPACT, in addition to securing the opportunity to work with Jellyfish’s global client base which includes Experian, Under Armour, Nestlé, Toyota, Fitbit and Samsung.

mporium, is a “mobile native” technology company that enables brands, and the agencies that serve them, to achieve better outcomes from digital advertising campaigns. Uniquely, mporium uses proprietary technology to achieve successful digital advertising campaigns on mobile devices, from brand advertising to direct response.

IMPACT leverages a range of data inputs, including TV, news, sports and social media to manage in real-time the pricing, timing and selection of creative for digital advertising campaigns.

Throughout the trial, mporium used its proprietary technology to switch the brand’s Google AdWords campaign on / off in response to TV content. When brand-relevant content appeared on TV, the campaign was activated for a configurable number of minutes, thereby capturing the moments of highest consumer intent.

The trial revealed that IMPACT delivered a major increase in the performance of the campaign: significantly reducing the cost per conversion and providing a dramatic increase in the conversion rate.

Jellyfish recognised that mporium’s technology provides a significant competitive advantage to its client.

Regarding the partnership, Rob Pierre CEO of Jellyfish said:

“Our clients expect continual progress and innovative thinking from Jellyfish. The majority of traffic is generated by smartphones and it is critical to find partners who can drive mobile performance. From the outset, there was a great cultural fit between Jellyfish and mporium and we discovered that their technology was truly unique. We are now looking to identify the best opportunities to implement the mporium technology across our client base. The partnership with mporium represents a great match for us, and more importantly a significant competitive advantage for our clients.”

On securing the partnership mporium’s CEO Barry Moat said:

"Jellyfish has a fantastic reputation as one of the most dynamic and forward thinking digital agencies. They were introduced to us by Google who felt that Jellyfish’s innovative culture and focus on performance, was an ideal match for mporium’s technology. The number and variety of technology companies means that it can often be difficult to stand out, so it is a great endorsement for mporium to announce this partnership with an agency of Jellyfish’s calibre and marks a significant milestone in our company’s development.”

Enquiries

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### **Notes to editors**

#### **About mporium**

mporium, is a “mobile native” technology company that enables brands, and the agencies that serve them, to achieve better outcomes from digital advertising campaigns. Uniquely, mporium uses proprietary technology to achieve successful digital advertising campaigns on mobile devices, from brand advertising to direct response. Based in the UK, mporium Group plc is quoted on AIM, the junior market of the London Stock Exchange plc.

## **About Jellyfish**

Jellyfish, the world's biggest boutique agency, delivers digital marketing solutions across the world for a host of impressive brands from their offices in the UK, US, South Africa and Spain. The agency's award-winning combination of technology and talent help it to deliver paid media, SEO, social media, analytics, optimisation, creative and development solutions. Jellyfish delivers full-service digital strategies across a wide range of industries, including property, pharmaceutical, finance and gaming. Its impressive list of clients includes Experian, Under Armour, Nestlé, Toyota, Fitbit and Samsung.

Jellyfish is an approved Google Analytics 360 reseller and a certified Double Click Marketing Partner.