

Effective Measure secures partnership with Vietnam's Ambient Digital Network

SINGAPORE: Effective Measure, the digital audience profiling and measurement agency for emerging markets has secured a strategic alliance with Vietnam's digital advertising network Ambient Digital.



Andrew Stephens, CEO,
Ambient Digital

The partnership follows Effective Measure's increasing investment in local executive talent and research capabilities across the emerging South East Asian markets. The partnership represents Effective Measure's first stake in the evolving Vietnamese digital media industry.

The Ambient Digital network reaches over 70% of Vietnamese online consumers via fixed and mobile platforms and represents thousands of publishers and global brands.

"We're excited about having Ambient Digital on board considering their strength in Vietnam. This is the start of our focus in bringing additional insight to the Vietnam market with rich demographic and psychographic data," said Effective Measure regional MD, SE Asia, Dinesh Arasaratnam.

New revenue streams

Ambient Digital will deploy Effective Measure's Campaign Measurement and Impact Research Studies to unlock new revenue streams and insights for Ambient's extensive network of publishers and global brands.

"Effective Measure gives Ambient Digital the demographics, depth of insight and accuracy to plan, analyse and improve campaign performance. This information is increasingly important to Ambient Digital's clients as we progress from basic display advertising into advanced, demographic targeting and retargeting campaigns," said Ambient Digital CEO Andrew Stephens.

Ambient currently holds a high reach of ad networks on the EM platform in Vietnam with nearly 40 million unique browsers

(UB) reached last month alone.

"The confirmation of Ambient Digital as the dominant ad network in Vietnam from audit experts Effective Measure is something we are obviously excited about. We have an incredible team, great publishers, and we are constantly improving the products our ad network can deliver. We are very fortunate to have great clients who are supportive, progressive and excited to embrace our ever-evolving suite of products," Stephens said.

Diverse demographics

The network also recorded nearly 1.4 billion page views for the month of October across 25 channels representing a diverse range of demographics.

"The more publishers that tag with Effective Measure in Vietnam, the more the market will see value in our data. We look forward to working more closely with publishers and agencies in this market," Arasaratham added.

Effective Measure is currently expanding its regional operations and investing in local executive talent. Further details on new hires in the Vietnamese market will be announced shortly.

"Global digital measurement companies have tended to overlook the powerful digital activity and trends from emerging hot spots, focussing resources instead on single Asian markets. By engaging in the potential of growth markets like Vietnam, Singapore and Philippines, Effective Measure is supporting the growth and needs of the often underserved South East Asian territory and developing on the ground research that will help local publishers and agencies accelerate," said Effective Measure founder and enior VP of Market Development, James Robertson.

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