



Lisbon, 24th November 2015

## Cofina and Audi bet on EyeSee's new advertising format

The Portuguese media group Cofina has just launched a digital campaign for AUDI, promoting the new A4 on their websites. With this campaign, Cofina and AUDI become the first media group and brand to bet on the innovative advertising format from the Portuguese startup EyeSee.

The exclusive format offered by the company has the capability to automatically and intelligently analyze the images of Cofina's websites and insert the Ad campaign over them, without ever interfering with the content viewing or the users' experience.

This move happens in a moment when digital assets represent one of the major revenue streams for media groups and, at the same time, Brands are requiring innovative advertising formats, with a stronger impact among users due to their content integrated locations. According to the Nielsen study about the new format, EyeSee's technology improves campaign notoriety by 23% and is 14% less distracting to users, compared to traditional formats. Besides that, the patented solution enables the monetization of the image inventories that were previously disregarded.

"By analyzing the websites that we all browse every day, we notice that Ads are always around contents or, in a more aggressive way, they overlap, invade them or hinder their consumption. The technology we created allows brands to cohabit inside premium contents (images) and share the moment when users' eyes see them." stated EyeSee's CEO, João Redol.

José Frade, Cofina's digital commercial director believes that "this is a great opportunity for Brands to create engagement time with the users of our websites and increase the effectiveness of their communication through the viewability, the interaction levels and the contextual targeting enabled by the format".

The campaign is active at this moment in all image galleries of "Correio da Manhã"; "Jornal de Negócios"; "Record"; "Máxima"; Vogue"; "Sábado" and "Flash Vidas". Besides AUDI, the Portuguese bank CGD is also set to launch a campaign with EyeSee's format this week.



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## About EyeSee

*EyeSee is a Startup with revolutionary digital advertising solutions that have the capability automatically and intelligently analyze contents, while inserting innovating Ad formats within Video and Images. The Ad Tech's patented and innovative advertising solutions bring new revenue streams and monetization possibilities to Publishers and content owners and a differentiation in the user's experience and interaction. EyeSee has been referred by Gartner's Hype Cycles as a Media-Embedded Merchandising Vendor in 2014 and in two prior occasions.*



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