

Viadeo enlists Turn to enhance B2B campaigns

Paris – 24 November 2015 - Viadeo, France's leading professional social network with 10 million members in the country, has today selected [Turn](#), the digital hub for marketers, as the company of choice to help advertisers with their profiling and targeting efforts.

While Viadeo is widely known for allowing members to take control of their careers in today's evolving job arena, the company also supports companies with recruitment activities and enables them to develop their advertising visibility on the social network.

Turn's platform will allow Viadeo to offer users a less intrusive advertising experience while providing advertisers with a more effective and relevant service by harnessing Turn's capacity to process the anonymized data produced by Viadeo members in its entirety. Furthermore, this new technology enables targeted segmentation of user profiles, responding perfectly to the needs of marketing professionals, hiring specialists, and others.

Key to Viadeo's decision was the range of attractive features that Turn has to offer:

- Turn's data management platform (DMP) enables Viadeo to analyze their audience in greater detail and, by centralizing all data available on the Viadeo platform, subsequently offer clients an ultra-relevant advertising targeting solution;
- Turn's demand-side platform (DSP) allows ultra-precise, real-time online targeting of Viadeo members based on a range of criteria (role, industry, skills, training/education, geographic location, etc.), thus improving the performance and relevance of messaging campaigns on Viadeo.

"To support our strategy of developing our Corporate services, we were looking for technology allowing us to provide our clients with new, added-value services," explained Dan Serfaty, Viadeo CEO and co-founder. "Ultimately we selected Turn, a leading figure in the advertising technology sector and a company that is well known for their impressive DMP as well as having an excellent reputation for data aggregation and management. Turn's technology will give us the tools to provide the relevant, personalized approach that we were looking for to help advertisers develop effective campaigns."

Richard Robinson, Managing Director, EMEA at Turn, added his thoughts: *"Turn will provide Viadeo with a data management platform that is tailored to their professional needs. In today's ultra-competitive media environment, where internet users consume content across a multitude of different social networks, it is absolutely vital that professional platforms like Viadeo surround themselves with specialist technology partners to facilitate the analysis of big data. Digital tools are the catalyst behind an ability to offer a genuinely personalized and relevant advertising experience."*

About Viadeo

Viadeo is a global leader in the world of professional social networking with 65 million members worldwide and is France's number one PSN with 10 million members in the country. Regardless of industry or location, Viadeo provides all professionals – be it an entire company or an individual – with the ability to maximize their potential for success by enabling them to adopt and to master tools emerging alongside the latest developments in the job market. From strengthening your professional network to increasing your visibility and developing your employability, Viadeo provides members with the keys to success in the world of recruitment and employment online and on mobiles. For all additional information, please visit: corporate.viadeo.com

About Turn

Turn enables leading brands and agencies to adapt to the ever-changing motivations of their consumers. The Turn Digital Hub for Marketers offers end-to-end anonymous audience planning, cross-device advertising, and advanced analytics. Providing seamless point-and-click access to more than 150 integrated technology partners, Turn helps marketers embrace the chaos of digital advertising technology. Headquartered in Silicon Valley, Turn offers its products and services worldwide. For more information, visit turn.com or follow @turnplatform.

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