

engage:BDR Ltd

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engage:BDR sets up new program integration with leading US weather publisher WeatherBug

engage:BDR Ltd (ASX:EN1) has set up a new programmatic integration with WeatherBug, a top-3 ranked weather publisher based in the US.

The integration with WeatherBug brings ENI direct and incremental access to millions of impressions and unique users daily.

This new direct integration provides potential growth in the weather category for in-app and web inventory.

New RTB integration is on track to be live by early next week and supply distribution could contribute to quicker revenue normalisation for engage:BDR.

Partnership scope

In 2019, ENI earned \$17.1 million in revenue through its programmatic exchange that conducted an average of 25 billion programmatic auctions per day and the number rose to 55 billion in the first half of 2020.

With the addition of WeatherBug and other programmatic integrations, the company expects average daily auctions to rise further.

This partnership with WeatherBug will provide ENI access to users from the US and all other geographies in which WeatherBug operates.

Increasing daily auctions

The direct correlation between daily auctions per day and revenue has been globally impacted by the current pandemic.

As the restrictions imposed to curb the pandemic are eased and temporary budget suspensions are lifted, EN1 believes it is well-positioned to accelerate much quicker than ever.

Rising daily auctions increase earning potential at a granular level.

App for avid enthusiasts

WeatherBug is the third most downloaded weather app on the Apple App Store and also on Google Play in Android.

It attracts more of the avid weather enthusiasts and users tend to be more engaged compared to others.

The agreement is for an indefinite term but can be terminated after giving a prior written notice of the intent at least 60 days to the other party

It is for the purposes of the company providing advertising demand to WeatherBug, through a non-exclusive, non-transferable, worldwide licence to transact on its advertising exchanges.

Price: 0.0055

Market Cap: \$13.04 m

1 Year Share Price Graph



February 2020 August 2020 February 2021

Share Information

Code: EN1

Listing: ASX

52 week High Low
0.022 0.005

Sector: Tech

Website: engagebdr.com

Company Synopsis:

engage:BDR Ltd (ASX:EN1) is a technology company operating in the United States, Ukraine and Australia. Founded by executives from pioneering internet companies myspace and LowerMyBills, the company has made a name for itself by developing innovative solutions for advertisers (brands and agencies) as well as content owners.

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