

engage:BDR Ltd

14:10 03 Sep 2020

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: 0.005

Market Cap: \$11.85 m

1 Year Share Price Graph



March 2020 September 2020 March 2021

Share Information

Code: EN1

Listing: ASX

52 week	High	Low
	0.02	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.

action@proactiveinvestors.com.au

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +61 (0)2 9280 0700 action@proactiveinvestors.com.au

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of engage:BDR Ltd named herein, including the promotion by the Company of engage:BDR Ltd in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).