



Nexxen Named a Preferred Data Platform Partner for Kinective Media by United Airlines, Driving Results for Endemic and Non-Endemic Brands with Scaled Traveler and Loyalty Insights

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First-of-its-kind audience extension partnership supports leading brands in creating connection and loyalty with travelers across critical stages of the consumer journey

The airline industry's first traveler media network enables 64% more reach across "luxury travelers" versus other similar data partners via the new first-party data onboarding solution in the Nexxen Data Platform

NEW YORK, Oct. 03, 2024 (GLOBE NEWSWIRE) -- Nexxen, a global, flexible advertising technology platform with deep expertise in data and advanced TV, has been named as a preferred platform for Kinective Media, United Airlines' new traveler media network. The partnership is already yielding positive results and valuable audience reach for Nexxen's advertiser clients, including retail and lifestyle brands.

The partnership extends the availability of the airline's rich first-party data from its customers and MileagePlus loyalty program members to advertisers leveraging the Nexxen DSP or SSP for activation across premium offsite CTV, linear and digital content. As a result, brands can reach travelers with tailored, real-time messages that advance connection and loyalty.

By utilizing Nexxen's new first-party data onboarding solution in the Nexxen Data Platform, brands like United Airlines with scaled, privacy-compliant consumer data sets can open new revenue streams, enhancing media networks' offsite solutions. In turn, Nexxen's advertiser clients can tap into this premium data and layer insights onto campaigns.

"We are excited to extend our valuable traveler audience to Nexxen's Data Platform and client base to drive results for advertisers from all industry verticals," said Richard Nunn, CEO, MileagePlus. "Nexxen's capabilities are a natural complement to our own media sales and enable brands to connect with travelers when they are consuming media before, during and after their journeys."

"The emergence of scaled, accurate data sets from loyalty programs – like those from Kinective Media by United Airlines – enables brands to enhance reach and enrich engagement with consumers in critical activation stages," said Kara Puccinelli, Chief Customer Officer, Nexxen. "With the Nexxen Data Platform, that consumer picture can be incredibly robust, with the ability for buyers to transact however they want on our end-to-end platform. We are proud to partner with United Airlines and the Kinective Media team, powering greater media effectiveness for our clients and a superior advertising experience for premium traveler audiences."

Kinective Media allows brands to access unique consumer sets, previously unreachable through traditional targeting alone. For example, a retail group and a digital wedding planning platform are using the platform to reach leisure/personal, frequent, outdoor and wedding travelers, segmented by age and gender. Using the Nexxen Data Platform to analyze incremental reach, Nexxen found that Kinective Media helped these and other brands reach 64% more luxury travelers than those available through other third-party travel data partners.

Independent performance marketing agency Tinuiti – a partner of Nexxen – has been an early adopter, utilizing Kinective Media data to help brand clients tap into new audiences, in and beyond the travel industry.

"Right now, we're live with clients that are both endemic and non-endemic to the travel category," said Justin Manus, Chief Technology Officer, Tinuiti. "By activating campaigns with Kinective Media data – leveraging the Nexxen Data Platform – we've been able to empower these brands to reach new, scaled audiences in the travel space while also providing them with a 360-degree view of the consumer journey, regardless of where they sit. This data has been invaluable; it's an incredibly powerful tool."

About Nexxen

Nexxen empowers advertisers, agencies, publishers and broadcasters around the world to utilize data and advanced TV in the ways that are most meaningful to them. Our flexible and unified technology stack comprises a demand-side platform ("DSP") and supply-side platform ("SSP"), with the Nexxen Data Platform at its core. With streaming in our DNA, Nexxen's robust capabilities span discovery, planning, activation, monetization, measurement and optimization – available individually or in combination – all designed to enable our partners to achieve their goals, no matter how far-reaching or hyper niche they may be.

Nexxen is headquartered in Israel and maintains offices throughout the United States, Canada, Europe and Asia-Pacific, and is traded on the London Stock Exchange (AIM: NEXN) and NASDAQ (NEXN). For more information, visit www.nexxen.com

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