

Connecting growth.



Press release

New CEO: mrge brings Dave Reed to management and strengthens international position

Hamburg, June 13, 2023 – mrge, one of the leading global platforms for Commerce Advertising along the customer journey, has appointed Dave Reed as its new CEO. He will lead the operations of the company and set its strategic direction, as mrge continues its international growth.

Dave Reed brings more than 20 years of experience in digital marketing, ecommerce and big data platforms to mrge, across European, US, Asian and LATAM markets. Prior to mrge, he was the CEO of Teralytics, a big data analytics company whose platform provides mobility insights. Before that, he spent twelve years at MediaMath, creator of the first DSP platform, which automates the buying of digital advertising at global scale. At MediaMath Dave held roles in engineering, client services and most recently ran all business outside the US.



Dave Reed, CEO, mrge

"mrge is one of the leading innovators in Commerce Advertising," says Dave Reed, continuing, "The company is pioneering a multichannel stack that connects high-intent consumer audiences with relevant offers at scale. Today, our portfolio includes affiliate marketing, couponing/vouchers, owned-and-operated comparison-shopping sites, white-label comparison shopping, and CPC/CPA/ROAS-based performance media offerings. In a world where attention-based advertising is tuned out more-and-more by consumers, we believe that marketing based on intent has an increasingly important role to play. According to McKinsey, the industry has the potential to generate over 1.3T USD of enterprise value alone in the United States, and our objective is to be at the forefront of this marketing movement globally."



About mrge

mrge is one of the world's leading commerce advertising platforms, connecting 5,500+ publishers, 55,000+ advertisers, and 100+ networks – in over 160 countries. In 2022, the group generated 3.5 billion tracked clicks for its publisher clients, resulting in more than two billion euros of additional e-commerce revenue for its advertiser clients. By merging smart tools, technologies, and formats, mrge brings campaign messages closer to content, creating value for publishers, advertisers, and users alike.

mrge combines the strengths of four market-leading companies: **digidip**, which focuses on premium publishers with high traffic; **shopping24**, which offers product recommendation solutions; **SourceKnowledge**, an established CPC platform; and **Yieldkit**, which enables high reach and quality performance. mrge is backed by the private equity investment group Waterland as majority shareholder and is led by CEO Dave Reed, CFO Michael von Stern, and CTO Nils Grabbert. mrge has offices in Germany (Hamburg, Berlin) and Canada (Montreal) and currently employs over 140 people.

www.mrge.com

Press contact for Europe:

Susanne Weller

P: +49 172 308 41 36

E: s.weller@weller-media.com