

district m unveils *go*, the evolution of mypixel.

Montreal, May 30th, 2018 - district m is proud to unveil *go*, the evolution of mypixel. The new iteration of the platform is adding two new prospecting features: display advertising and search marketing to build on top of the rock solid retargeting platform that launched in the 3rd quarter last year.

“*go* includes all the simplicity, scale and support you expect from a district m platform on top of having some new exciting features,” says Adrian Pike, CMO at district m. “By integrating display advertising and search marketing technology, we are able to provide a complete platform to help SMBs leverage the full power of digital advertising. Not only can they engage with their existing customers, but they can also reach new and highly relevant audiences, all in the same platform.”

This evolution also includes a complete makeover, having been fully integrated to district m’s product suite. “*go* has not only been branded with district m’s colors but has also undergone major improvement regarding the user interface. We continually work on making our platform as intuitive as possible, so that marketers of all experience can launch campaigns effortlessly.”

Designed specifically for businesses who do not have the time, resources or experience to invest heavily in digital advertising, *go* offers an integrated ad builder as well as clear and easy-to-understand targeting options to help small business owners launch their campaigns quickly and efficiently. The platform is also equipped with an extensive reporting suite to enable users to track their campaign’s performance.

To view *go*’s website and explore its features, visit go.districtm.net.

About district m

district m is a full-service advertising exchange that creates open, transparent marketplaces through which publishers and advertisers can quickly and easily connect to maximize today's

FOR IMMEDIATE PUBLICATION



digital advertising demand. Since our inception, we have served as a trusted monetization partner to 2,500 publishers globally by bringing incremental demand through over 200 unique brand partnerships.

--

Information: Sandrine Tessier
Content Strategist | district m
514.690.7823