

district m launches new technology innovation lab: helix.

Montreal, August 29th, 2018 - district m is proud to announce the creation of helix, its new innovation lab, which will serve to study and evaluate on all emerging technologies in the advertising industry and the impact those can have on the business.

“Online advertising changes and evolves so quickly and now, we see more and more ground-breaking technologies making their way at the core of the industry to change the way things are done,” says JF Cote, CEO of district m. “It’s already obvious that AI and machine learning are continuously impacting our processes and it’s more important now than ever to focus on how those two technologies can be leveraged to help the business.”

So, why helix? “A double helix is what is at the core of DNA, the building blocks for every living thing. If we transpose that to our company, our double helix is formed by, on one side, the consistent and quality service we provide to our clients, and on the other, our awareness of all emerging techs and how we can integrate them to influence, sculpt and improve our solutions and the ecosystem as a whole,” explains Adrian Pike, CMO at district m.

Though helix was recently launched district m’s proprietary campaign optimization algorithm, which, powered by machine learning capabilities, helps advertisers maximize their online advertising spend by targeting optimal ad placements and inventory, all according to their campaign objectives.

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 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.

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