

District M achieves a double milestone by redesigning their website and launching FLO, a new programmatic media buying platform.

MONTREAL, June 3, 2020 / - The COVID crisis has had a great impact on many industries, including online advertising. The Canadian company district m seized the opportunity to redesign their website and complete the marketing of their brand new Canadian platform FLO, a tool allowing brands and media agencies to run their online advertising campaigns of display and video banners in complete transparency.

"The current situation is not easy to manage in many respects. However, I do believe that we must remain optimistic and concentrate our energy on areas we can control, such as the management of the team as well as the improvement of our technologies", said

Jean-François Côté, President & CEO of programmatic advertising company District M.

"We already had the revamp of the website and the development of our FLO platform in mind, let's say the crisis has sped things up, for the better."

districtm.net: An optimized user experience

"District M has become a world leader in the programmatic advertising industry in a very short period of time. It was time for our website to better reflect our technological know-how," said Benoit Skinazi, Co-Founder, SVP Sales & Marketing.

The company's new website, districtm.net, allows its two audiences, advertisers and publishers, to access relevant and well organized information. Whether interested in learning about the DMX ad exchange, browsing District M's unique formats, or to have a demonstration of the platforms, the site will guide the user with animations and explanatory videos to facilitate the navigation. The company has also gathered their efforts during the confinement to offer new and improved content. The resources section now offers various articles for all types of readers, as well as in-depth case studies. *"And that's just the beginning. A website needs to evolve constantly and we have a busy schedule ahead that will make the site more and more useful to its visitors,"* adds Benoit Skinazi.

Official launch of the Canadian platform, FLO

Flo was designed for brands and agencies wishing to have better control and transparency over their programmatic purchases, as well as an optimized performance in their advertising campaigns. The platform is intended to facilitate and automate the daily operations relating to purchasing digital advertising inventory, for a variety of formats including standard, video, native, DOOH or CTV. Brands and agencies can now access the self-serve platform or inquire for a managed service from District M's team of experts, all according to their specific needs.

The FLO platform also allows media buyers to benefit from the reach of District M Exchange (DMX), which is one of the largest ad exchanges in the world. FLO users therefore benefit from easier and wider access to inventory from the best websites available in Canada and the United States.

Finally, District M has invested a lot in its tech team in order to develop proprietary machine learning algorithms to maximize campaign performance.

Encouraging local purchasing

Similar to the consumer goods industry, buying ad placements on local websites developed and managed by the community is very important to District M. This is why the Montreal-based company, along with its Toronto office, offers to its users the ability to deliver on 100% Canadian media. It also offers reduced fees for advertisers who would like to promote a product, service or support related to the management of the COVID-19 crisis.

About District M

District M has created, here in Quebec, a transparent and flexible programmatic ecosystem for advertisers and publishers. The company has risen to the top 10 ad exchanges in the world. Since its inception in Montreal in 2013, District M has grown exponentially, evident in the growth of its revenues, its workforce, as well as its expansion in opening offices in Toronto and New York. Since 2016, after two rounds of funding, District M has raised \$20 million from two major investors - the Fonds de solidarité (FSTQ) and Investissement Quebec (IQ). In addition to its many investments to grow the company, District M has accumulated various prizes and recognitions and ranks favorably in prestigious awards such as the *EY Entrepreneur of the Year Award*, *Technology Fast 50 Canada* and *Fast 500 North America* from Deloitte, the *Top 500 Growing Companies of the Globe* and *Mail*, and *Canada's Top 100 Employers of MediaCorp Canada*.

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To learn more about District M visit <https://www.districtm.net/>.

To download the logos and consult our style guide [click here](#).

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