



Cadreon and Rubicon Project Partner to Power the Programmatic Upfront

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LOS ANGELES & NEW YORK--(BUSINESS WIRE)--Mar. 9, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, and Cadreon, IPG Mediabrands' ad tech unit, today announced a global partnership to support Programmatic Direct buying.

As the preferred method of transaction shifts to programmatic buying during this year's Programmatic Upfront, Cadreon will employ Rubicon Project's Guaranteed Orders platform, the industry's leading full-stack direct order automation solution, to power the reservation of direct inventory across desktop, mobile, and video advertising.

The new joint platform will help Cadreon manage the centralization of these commitments by providing greater speed, efficiency, and scale to its buyers' workflow.

Beyond the Programmatic Upfront, Cadreon intends to utilize insights gathered across its network of always-on deals, powered by Rubicon Project's private marketplace (PMP) solution, to help inform when and where to place Guaranteed Orders.

This data-informed approach to buying strengthens IPG Mediabrands' commitment to automating its media buying processes through more strategic partnerships with publishers. Moving spend off the open exchange and into PMP and Guaranteed Orders provides increased value, efficiency and transparency for buyers looking to reach consumers across every major form of digital ad unit, device and platform globally.

"IPG Mediabrands has long been committed to providing full transparency to both clients and key media partners in a programmatic environment, and so it is only logical that we use the knowledge and information gained in the PMP market to help inform our clients' guaranteed orders," said Jon Mansell, Vice President of Marketplace Innovation at Magna Global, IPG Mediabrands' centralized team dedicated to developing innovative media solutions. "As the ad industry consolidates, the need to make even more data-informed programmatic guarantees will increase. This means migrating off the open exchange and into more strategic partnerships with publishers. We're excited to be partnering with Rubicon Project as our business moves into an even more data-informed version of reserved buying."

A core component of the partnership will be the ability for Cadreon to provide brands with deep insights and data analysis from Rubicon Project's premium marketplace to inform buying strategies. "Utilizing analytics coming out of our always-on PMP partners helps us to identify Guaranteed Orders that will align to our performance goals. Booking orders with this data-driven approach saves us time and saves our clients' money," added Mike Miller, Vice President of Campaign Management at Cadreon.

"We are thrilled to be expanding our long-time relationship with IPG Mediabrands through our new collaboration with Cadreon to bring the power and efficiency of automated guaranteed buying to their brand buyers," commented Erik Hovanec, Head of Buyer Cloud, Rubicon Project. "This partnership furthers Rubicon Project's mission to bring an end-to-end buying solution to the world's largest agencies and brands as we bring better targeting and greater transparency to the market."

About IPG Mediabrands

IPG Mediabrands was founded by Interpublic Group (NYSE: IPG) in 2007 to manage all of its global media related assets. Today, we manage over \$37 billion in marketing investment on behalf of our clients, employing over 8,500 marketing communication specialists in more than 130 countries.

IPG Mediabrands is a new world agency group designed with dynamic marketing at its core. Our speed, agility and data smarts ensure we continue to create growth for many of the world's biggest brands. IPG Mediabrands' network of agencies includes UM, Initiative, BPN and Orion Holdings as well specialty business units including Magna Global, Cadreon, Ansible, Mediabrands Publishing, Reprise, Rapport and the IPG Media Lab.

About Rubicon Project

Founded in 2007, Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.

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