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Future of E-commerce: solute and Adspert expand their partnership**solute GmbH takes over the AdTech specialist on a partial basis and expands the cooperation to the Amazon Advertising business.**

Karlsruhe/Berlin. solute GmbH, a price comparison and e-commerce specialist for over 15 years with portals such as billiger.de, has acquired shares in its partner Adspert. Adspert was founded by Marcel Pirlich, Harald Bartel and Stephanie Richter in 2010. Marcel Pirlich, who is selling his shares as part of the transaction, was the one who came up with the ideas and gave the impetus for Adspert. As a specialist for product-oriented reach and performance marketing, solute has already been using the AI-based solution of the AdTech specialist from Berlin for around two years to primarily successfully display Google Shopping Ads campaigns. "The goal in introducing an external bidding suite was, in particular, to increase the number of sales per visitor on our customers' sites, without losing traffic volume and while keeping costs constant," says Thilo Gans, managing director of solute. "After a detailed exploration of the market, the decision was made quickly and clearly in favor of Adspert," says Gans. With this strategic investment and the associated takeover of shares, both companies are expanding their cooperation to Amazon Advertising in order to get the best possible results for the ads of solute's shop customers in this sector as well.

Adspert's artificial intelligence automatically analyzes millions of data every day, independently adjusts bids, finds and manages performance-oriented keywords to ensure the best campaign performance at all times. Adspert also takes seasonal effects into account and continuously develops intelligent features such as automatic segmentation. In this way, solute's shop customers benefit not only from targeted Amazon Ads campaigns, but also from a fully managed service.

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"Targeted ad management and optimal campaign performance across different channels is essential for online retailers. This is the only way to significantly increase the reach and sales of their products. Adspert's AdTech solution has absolutely proven itself during our partnership so far. That's why I'm now even more pleased to extend our cooperation to the field of Amazon Advertising. Because this in particular holds enormous potential for our customers," says Bernd Vermaaten, CEO of solute. "Together with the Adspert team, we are thus consistently moving towards becoming an international AdTech company in the b2b segment and can thus help shape the future of e-commerce in the long term."

"Even before the outbreak of the Corona pandemic, Amazon's customer service, product variety, and reliability set the course for success, and even now the company is considered one of the biggest winners of the crisis. That's why we set our focus on optimizing Amazon Advertising for online retailers early on. With solute, we want to establish Amazon Ads as an important part of the e-commerce world in the coming years and thus further expand the business," adds Stephanie Richter, founder and CEO of Adspert.

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About solute GmbH

solute  Smart online shopping has been the mission of solute GmbH for around 15 years. The company's goal is to develop innovative products with additional value and to establish them on the market with the latest technological and user-friendly solutions, as well as to constantly expand and improve the portfolio of services for users, online shop customers and partners. For example, solute GmbH operates

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the well-known price comparison portal *billiger.de* and offers further services in the b2b segment, such as product listing ads, e-mail marketing campaigns through soluteMail's own e-mail dispatch software, as well as solutePush as a clever solution for web push, in-app push and app push messages.

About Adspert

ADSPERT™ According to the motto "No magic – just rocket science", almost 30 AdTech specialists at Adspert work every day on the further development of a self-learning mathematical algorithm to optimize the advertising campaigns of their customers on Amazon, Google and Bing in a profit-maximizing and efficient way. For this purpose, the Adspert AI analyzes millions of data fully automatically in order to ensure the best campaign performance at all times.