

MediaMath Named a Leader in Gartner's Magic Quadrant for Ad Tech

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NEW YORK, Oct. 16, 2018 /PRNewswire/ -- MediaMath, the independent technology company for marketers, announced today that it has been recognized by Gartner, Inc. as a Leader in the latest "Magic Quadrant for Ad Tech" [1]. The company has been recognized for its completeness of vision and ability to execute.



"We believe MediaMath's leadership position in the Gartner MQ for Ad Tech further validates our vision of consumer-first marketing," said Dan Rosenberg, Chief Marketing & Strategy Officer, MediaMath. "We also believe it validates our approach to delivering on advertiser needs today, while continuing to invest aggressively in building the most complete omnichannel solution for the future. We are delighted with this outstanding recognition."

MediaMath is developing the next-generation architecture for digital marketing that connects marketers to consumers in a manner that is effective, efficient and trusted. Backed by \$225 million in new financing, the Company is investing in the people, technology and relationships required to deliver on its vision. Key initiatives include the expansion of its open identity stack, reengineering the infrastructure that connects consumer touchpoints and accelerating the broad adoption of artificial intelligence, which the company maintains is a prerequisite to driving real business outcomes with consumer respect at scale.

This is the third independent evaluation of MediaMath by a major analyst firm in 18 months. MediaMath was recognized by Forrester in 2017 as a Leader in both the Demand Side Platform and Data Management Platform categories.

To download the full report, visit: {www.mediamath.com/gartner}

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i. Gartner 2018 Magic Quadrant for Ad Tech, Andrew Frank, Lizzy Foo Kune, James Meyers and Eric Schmitt [Oct. 11, 2018]

About MediaMath (www.mediamath.com)

MediaMath helps leading global marketers deliver personalized digital advertising across all connected touchpoints. Over 9,500 marketers in 42 countries use our enterprise software every day to launch, analyze and optimize their digital advertising campaigns across display, native, mobile, video, audio, social, digital out of home and Advanced TV formats. Founded in 2007 as a pioneer in

"programmatic" advertising, MediaMath was recognized by Forrester in 2017 as a Leader in both the Demand Side Platform and Data Management Platform categories. MediaMath has offices in 16 cities worldwide and is headquartered in New York City. To learn more about how MediaMath helps innovative marketers delight their customers and drive real business outcomes, follow us at [@mediamath](#) or visit www.mediamaath.com

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