About Ogury

Ogury was founded in 2014 by Jean Canzoneri and Thomas Pasquet in London and has since expanded across the globe with 18 offices across Europe, the US and APAC.

We are a global leader in mobile advertising thanks to our technology that delivers comprehensive audience interest, brand performance, privacy protection and sustainability. Advertisers benefit from fully on-screen impactful ads, future-proof targeting and unwavering protection, and publishers enjoy premium demand, incremental revenues and enhanced monetization through white label formats.

Our mission

Offer the highest-performing mobile advertising with consumer privacy protection.

Our vision

Be the only independent player thriving in branding and user acquisition anchored in consumer privacy protection.

Company Values

- **Integrity**: We stay true to our words.
- **Creative Thinking**: We don’t follow trends.
- **Grit**: We passionately persevere.
- **Execution**: We always get it done.

The facts

- **Founded**: 2014
- **Headquarters**: London, UK
- **450+ employees**
- **18 offices in 12 countries**
- **1,150 top advertiser customers**
- **1,100 publisher partners (apps & sites)**
- **>500m monthly active users**
- **$125m net revenue in 2020**

Key milestones

- **2014**
  - Established headquarters in London
  - Launched in Paris
- **2015**
  - Launched in Italy
  - Closed series A funding round of $3.4M
- **2016**
  - Launch in the US and Spain
  - Closed series B funding round of $15M
  - Nominated by The Drum for MOMA award in ‘Best Use of Data’ category
- **2017**
  - Won Devices award for ‘AppMonetization’
  - Won MOMA award for ‘Most effective Mobile Ad Campaign/Strategy’
  - Won ‘Grand Prix des Entreprises de Croissance’ for international growth
- **2018**
  - Opened R&D hub in Serbia
  - Acquired Adincube, Intelligent Ad Mediation technology
  - Raised $21.1M, bringing the total to $40M
  - Acquired Influans, CRM Campaign Optimization technology
- **2019**
  - Deployed on iOS and launched programmatic offer
  - Released Ad Chooser, a new interactive format
  - Opened offices in Germany, Mexico, Netherlands and Singapore
  - Won Intercon awards: Top 50 Tech Companies & Top 50 Tech Visionaries
- **2020**
  - Released Thumbnail Ad, the world’s first non full-screen mobile native format
  - Launched in Australia and India
- **2021**
  - Launched Personified Advertising and mobile web offering
  - Released Header Ad format
  - Established our presence in Canada and Malaysia

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1 Total distinct advertisers served in 2020
2 Number of active Application or Website sending more than 50K+ ad requests per month as of Mar-21
Ogury Personified Advertising Engine

It’s a breakthrough integrated technology, built and optimized for mobile. It connects together in the same engine: comprehensive audience interest, brand performance, privacy protection and sustainability.

Creative

Fully on-screen, engaging mobile formats

Data

Unparalleled personification data at scale

Insights

Powerful visual insights

Targeting

Proprietary personified targeting

Inventory

Exclusive cost-effective inventory

Protection

Comprehensive brand protection

How Personified Advertising compares to other targeting strategies on the market

Respect for consumer privacy and sustainability

Context & Semantic

Ogury Personified Advertising

ID-based personalization

Audience knowledge

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Personified Advertising

- Complete audience view with unparalleled personification data
- Data safe
- Sustainable

Build a brand the world chooses.