

## NEW DIGITAL ADVERTISEMENT PARTNERSHIP



A recent announcement has made headlines, as 24/7 media and Microsoft Advertising chose to announce their partnership with one another. The partnership is a way for both companies to be able to provide their customers with the utmost support, especially during such a time when digital advertising is constantly changing at such a fast pace. With the new agreement between the two companies, these companies and their partnership will together become one of the biggest players in the entire advertising industry, especially since the clients of both of these companies will be able to benefit from the partnership as well. The online advertisement market will likely reach over \$98 billion throughout this year alone. The CEO of 24/7 Media, David J. Moore, could not hold back the excitement about the partnership and is excited for the clients that the company has around the globe. Moore says that with partnering up with Microsoft, known for being such a strategic client, the company is creating something that is very powerful and capable of many things, which beats out a lot of the competition as well, providing a whole lot more than most companies are offering when it comes down to digital marketing. In the meantime, the Corporate Vice President for Microsoft Advertising also spoke out about the partnership. Rik van der Kooi says that the company is pleased to begin its partnership with 24/7 Media. Kooi goes on to explain that Microsoft's mission is to generally provide the most positive experience for the consumers, along with the most efficient and effective solutions available for all of those who work within the digital market place. With this partnership, marketers will get what they want, need, and often hope for. With the partnership set and an agreement made, there are now four different ways in which the companies will be strengthening advertisement technology and also creating more opportunities for both the marketers and the publishers, which includes all different kinds of clients that each of these companies have between the two of them. Microsoft Advertising is known for helping all different kinds of advertisers and publishers with many services that they need to engage their audience and truly grasp the attention of the viewers by literally speaking to them. They provide a media network that reaches millions of different consumers around the globe. 24/7 Media is known for being a leader when it comes to digital marketing, having had lots of success within the past few years and serving a number of different advertisers and their agencies. The company is known for helping advertisers to organize and increase the engagement of the audience in which the advertisers are generally trying to reach when showing these advertisements.

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