

## ad2games and HitFox Group launch nevaly to connect influencers and brands

Influencer marketing firm that combines agency and marketplace, launches in North America, Europe and Latin America

First success with campaigns for Ubisoft, Gaijin and Wargaming

**Berlin** ad2games, Europe's largest adtech firm for games, and company builder HitFox Group today announced the launch of nevaly, an influencer marketing company that combines expert consulting with an entirely automated, performing marketplace. This makes nevaly the first company of its kind to offer both full service influencer campaign management and a marketplace solution to engage with influencers long-tail. nevaly is already executing campaigns for advertisers such as Ubisoft, Gaijin and Wargaming.

### nevaly for advertisers

nevaly offers brands creative influencer campaigns, both for gaming and non-gaming products. Amongst the offerings are highly targeted user acquisition campaigns via YouTube influencers who fit the specific target audience. These campaigns can be run both performance based (CPA/CPL) and on strategic branding models. Additionally, the firm executes more in-depth campaigns featuring a storyline and community call-to-actions.

*"nevaly supported our promotional activities with very creative and custom-tailored solutions built around their influencer network, which resulted in a highly successful and memorable campaign. nevaly got us right to our target audience and yielded great results for us. We're looking forward to expand our partnership further in the future.,,"*

— Igor Khachatryan, Gaijin Entertainment's Director of Global Marketing

### nevaly for influencers

nevaly offers an easy way to monetise channels through products and brands that fit the creator's audience. Influencers are allowing them complete control of their content without any lock-ins.

*“nevaly is exactly the kind of partner that I was hoping for. They understand the medium and they understand the needs of us, the creators: honest content in the videos, contractual freedom and custom, personal support..”*

nevaly was cofounded by ad2games, HitFox and Hans Christian Dürr. Dürr comes with a unique background in mission to forge memorable and authentic marketing campaigns. We match the brand and the influencers' community while elevating value for both.”

Albert Schwarzmeier, CEO of ad2games, adds: ”nevaly offers a truly innovative and much-needed solution in the fast growing video influencer market. This market is well on its way to replace television

Both ad2games and HitFox provide support for nevaly via their infrastructure, technology resources and networks. The firm shares office space with ad2games' in their Berlin headquarters and is currently made up of a team of six marketing experts.

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#### ABOUT HITFOX GROUP

HitFox Group is a global company builder focused on adtech, big data and fintech. With technology made in Berlin the HitFox team is disrupting markets in Europe, in Asia and in Silicon Valley. 500 professionals with more than 45 nationalities are shaping emerging digital industries in the group's international offices on three continents. HitFox helps to bring great companies on the way by seed funding startups under the company builders' umbrella with 0.5-5 million USD. The HitFox network of proven experts in IT, Marketing, HR as well as finance & legal supports HitFox ventures on their way to success.

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