

DQ&A Media Group launches two new divisions: DQ&A One and Adsimilis

Issued by [Incubeta](#)

25 Nov 2014

We are proud to announce two new divisions within DQ&A Media Group: DQ&A One and Adsimilis. As a result of this new corporate strategy we will be able to service our clients in a more focused and better way in realising their digital marketing objectives.



[CHECK OUT OUR NEW WEBSITE](#)



DQ&A One facilitates advertisers, agencies and publishers with digital marketing technology, ad-services and strategic consultancy. To help clients succeed in creating smart digital marketing strategies, we provide our clients access and unparalleled knowledge across the DoubleClick Digital Marketing (DDM) platform.

We analyse, centralise and streamline digital marketing campaigns and data across all channels and offer fully customisable insights through our proprietary reporting suite. We facilitate state-of-the-art technology, excellent services and consultancy.



Adsimilis is our performance marketing agency and we were amongst the first independent programmatic agencies over five years ago. We're working on a global scale and act with local knowledge and experts.

Adsimilis uses the best-in-class technology and combines smart media trading, in- and external data and optimised creation to perform digital marketing strategies that convert better. We successfully execute performance campaigns for every step in the conversion funnel: awareness, interest, desire and action.

DQ&A ONE

4 MAIN SERVICES

**Digital Marketing
Technology**

**Services &
Strategic Consultancy**

**Real time insights
& Decisioning**

**Customer Journey
Awareness**



 **dq&a|one.**

Adsimilis

4 MAIN SERVICES

Full-Service
Performance Marketing

Media Trading Desk
(Cross-Channel)

Lead Generation
& Affiliate

Strategy & Creation

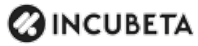


Efficient digital marketing

DQ&A One and Adsimilis have separate focus areas that come with full dedication from our experts. It's about facilitating digital marketing versus executing digital marketing. But as they both belong to DQ&A Media Group, we can ensure you a seamless cooperation when you're looking for a full service partner that can facilitate and execute your digital marketing strategies.

- " **4 reasons why CFOs love data-drive creative** 26 Apr 2024
- " **Why data-driven creative projects fail and 3 steps to ensure success** 17 Apr 2024
- " **Jaco Lintvelt appointed as the new managing director of Incubeta Africa** 11 Apr 2024
- " **Data driven creative - when marketing is indistinguishable from magic** 13 Nov 2023
- " **Victoria Webb appointed as new managing director of Incubeta MENA** 24 Oct 2023

[Incubeta](#)



Incubeta is an international team of experts in marketing, technology, data, and creative.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>