1plusX adds search-like keyword targeting to its DMP

The first commercial customer has signed up for a data management platform's new keyword-based, "search engine-like" targeting.

European ad network Goldbach Group is the first to offer keyword targeting for brands' campaigns through the DMP 1plusX.

Recently developed by the Zurich-based firm, the keyword targeting lets advertisers find the audiences they want to target online using any word or word combination, instead of

the predefined or custom combined segments often offered by other DMPs.

[Read the full article on MarTech Today.]

About The Author

Barry Levine covers marketing technology for Third Door Media. Previously, he covered this space as a Senior Writer for VentureBeat, and he has written about these and other tech subjects for such publications as CMSWire and NewsFactor. He founded and led the web site/unit at PBS station Thirteen/WNET; worked as an online Senior Producer/writer for Viacom; created a successful interactive game, PLAY IT BY EAR: The First CD Game; founded and led an independent film showcase, CENTER SCREEN, based at Harvard and M.I.T.; and served over five years as a consultant to the M.I.T. Media Lab. You can find him at LinkedIn, and on Twitter at xBarryLevine.
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