

fifty-five strengthen their partnership with DoubleClick and Google Analytics 360

fifty-five is strengthening its partnership with DoubleClick, Google's set of advertising technology solutions intended for companies: Hong Kong and Shanghai office certifications on Data & Measurement are added to this partnership, as well as that of the Paris office on Google Attribution 360 beta. The data company is now also able to resell DoubleClick's solutions, meaning its clients can access the various products of the suite. Already a collaborator of many advertisers wanting to optimise the effectiveness of their marketing operations thanks to data – including 40% of the French CAC 40 – the data company completes its range of services at the crossroads of data, media, digital expertise, and strategic consulting.

fifty-five's expertise on the DoubleClick suite is now certified in Europe and Asia

After its offices in Paris and London, fifty-five's Asian subsidiaries have successfully passed the DoubleClick Data & Measurement certification. It demonstrates the expertise of the Hong Kong and Shanghai-based teams when it comes to handling the DoubleClick suite and their ability to support companies on DoubleClick's services such as data strategy, audit, data reconciliation, attribution, performance measurement and data visualisation. fifty-five will be able to leverage the power of DoubleClick's advertising technology on behalf of its international clients, while taking into account the specificities of the Chinese ecosystem: strong footprint of local actors, Great Firewall, cybersecurity law...

fifty-five can now offer the DoubleClick solutions to its French clients

The DoubleClick suite is a set of advertising technology solutions intended for advertisers and/or agencies, whose aim is to optimise the entire value chain of digital media buying, spanning from creations, the measurement of campaign outreach effectiveness and campaign distribution. As a certified partner, fifty-five will be in a position to support its customers with services rendered on all the suite's tools – DoubleClick Campaign Manager, DoubleClick Bid Manager, DoubleClick Search, DoubleClick Rich Media.

"The fifty-five teams have proven themselves genuine experts on the whole DoubleClick suite, and we believe in the quality of the support they provide to brands" stated **Yann Damongeot, Head of DoubleClick France at Google.**

Finally, fifty-five is one of the first companies to be certified on Attribution 360 (beta), the new Google Analytics 360 suite tool

While the debate on the transparency of digital advertising is raging to the point of pushing some advertisers to question the legitimacy of programmatic investments, attribution issues are at the heart of marketing departments' concerns.

The announcement of the launch of Google Attribution at the Google Marketing Next conference in May was timely ([see fifty-five's review](#)). Indeed, the tool, which forms part of the Google Analytics 360 suite, could upset the current attribution landscape, given the promising character of the offer: quick implementation through native integration with Google Analytics and DoubleClick, cross-device tracking to follow customer paths that are fragmented across different connected devices, measurement of the impact of television and radio on digital assets...

In the wake of this announcement, Google is launching the tool's beta certification program, and has associated fifty-five to this venture. This certification will allow the data company to give access to Google Attribution 360 beta to its clients in France, thus strengthening its position as a pioneer in the French data marketing landscape. Alors que le débat sur la transparence de la publicité digitale fait rage au point de pousser certains annonceurs à remettre en cause la légitimité des investissements en programmation, les problématiques d'attribution sont au cœur des préoccupations des directions marketing.

Jean Neltner, co-founder and Managing Partner in charge of partnerships, fifty-five



"In a rapidly evolving market, we are committed to staying at the forefront of delivering the best in advertising and marketing technology to our clients: Google Analytics 360 and DoubleClick suites are part of it! These two newly restructured suites quickly established themselves as references to the "adtech" and "martech" markets. We are therefore proud to be a long-time partner of Google and to go even further in this collaboration today."

Mike Bettan, Head of Media Expertise & Innovation France, fifty-five



"The demanding nature of Google's certification programs is unanimously recognised in the market, and it testifies to a particularly advanced technical expertise. These certifications and the strength of this partnership with DoubleClick reward our constant innovation efforts and we are proud of the trust that Google places in our teams and in their work."

About fifty-five

fifty-five, the data company



Part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company helping brands collect, analyse and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York and Shanghai, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, thanks to its unique technology approach combining talent with software and service expertise.

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