

ShowHeroes Group Announces Landmark UK Partnership with Skyrise

The partnership brings together ShowHeroes' powerful semantic targeting technologies with Skyrise's advanced, privacy-compliant audience targeting capabilities

London, 27th July 2022: [ShowHeroes Group](#), a global leader in digital video content, tech, and advertising solutions, has announced a unique UK partnership with leading mobile data intelligence company, [Skyrise](#).

Skyrise helps advertisers, agencies and media owners to make more informed media choices by providing them with up-to-the-minute, privacy-friendly behavioural and geolocation data, drawn from over 20 million UK mobile users. Skyrise extracts insights from its datasets and then allows clients to activate these at a postcode level, buying advertising that is relevant and efficient, without the need for cookies.

The company works exclusively with one of the UK's leading mobile operators, giving it an unrivalled view of consumer and market behaviour. Skyrise's clients include McDonald's, Avanti West Coast, Cinch, the7stars, MediaCom and Universal McCann.

Skyrise's unique, multi-channel data will now be activated across ShowHeroes' online video and CTV campaigns. ShowHeroes' semantic-based contextual targeting will be further enhanced with precise and efficient audience targeting, powered by vast pools of anonymised and aggregated browsing and location data.

The partnership will allow ShowHeroes to build and activate detailed user profiles based on demographics, interests and time spent engaging with specific brands and their competitors. It brings a deeper understanding of the consumer and their broader behaviour, providing actionable applications to inform the campaign and the creative strategy.

"Our unique partnership with Skyrise is a gamechanger for the UK market," says Steven Filler, UK Country Manager at ShowHeroes Group. "Skyrise delivers powerful insights on mobile audiences - the brands they love, the media they consume, where they live and where they go. It's this combination, along with the fact it's all completely anonymised and privacy-compliant, that really caught our attention. Combined with ShowHeroes' cookieless semantic targeting capabilities and our unrivalled online video and CTV reach, and you have a cutting-edge solution that offers benefits to advertisers, publishers and users."

Commenting on the partnership, Ben Wilkins, Director at Skyrise, said: "With the demise of third-party cookies, advertisers today face a real challenge to continue reaching relevant audiences online. This is only made more complex as channels such as CTV and DOOH enter the addressable landscape. Skyrise enables advertisers to make smart, data-driven media-buying decisions that power efficient and successful omni-channel campaigns, without relying on cookies or personal identifiers. Our partnership with ShowHeroes makes this a reality in the world of CTV and online video, combining future-proof data strategies with impactful media, content and creativity to take advertising to a whole new level."

About ShowHeroes Group

ShowHeroes is a global leader in digital video content, tech, and advertising solutions. The company was founded by Ilhan Zengin, Mario Tiedemann, and Dennis Kirschner in 2016 with headquarters in Berlin and employs more than 400 people worldwide in 28 strategic hubs throughout Europe, the Nordics, LATAM, and the US.

Since its inception, ShowHeroes Group has grown both organically and through mergers and acquisitions. According to Deloitte, it is one of the 50 fastest-growing technology companies in Germany and was awarded the "Technology Fast 50" prize in 2021. More information on showheroes-group.com

About Skyrise

Smarter data produces smarter advertising. Skyrise is a data intelligence company that helps advertisers, agencies and media owners to make informed media choices using always-on, always up-to-date, mobile network data, without using cookies or personal identifiers. Working in exclusive partnership with one of the UK's major network operators, Skyrise has an unrivalled view of consumer and market behaviours, based on up to the minute and historical signals across a 20 million strong dataset. More information on skyriseintelligence.com.