

# DQ&A Group becomes strategic shareholder of admazing AG

Issued by [Incubeta](#)

2 Feb 2011

DQ&A Group, the Netherlands' leading international provider of Internet advertising technology and services, acquired a majority stake in Swiss online advertising agent admazing AG with immediate effect. In return, admazing will gain access to DQ&A Group's international network.

This step is part of a joint expansion strategy, the aim of which is global marketing of the various technologies developed by admazing over recent years. Leadership of admazing AG remains with its founders, Simon Morton and Philipp Hasenfratz, meaning that Swiss business operations will not change.

The majority stake in admazing AG is part of a joint international investment and expansion strategy. In the future, admazing will provide the whole company group with the AdCockpit reporting tool and other sophisticated Internet advertising technologies. The different products will be jointly marketed worldwide. "As connected optimization and reporting tools are becoming more important to provide smarter and better services to our customers, we can hardly wait to implement admazing's technologies, such as the AdCockpit" said Rick van Boekel, CEO of DQ&A Group.

The collaboration means an increase in technical staff. Several new and further developments are also planned. At the same time, admazing is acquiring access to worldwide online advertising space and a wide range of online marketing options including high-end performance marketing. "2010 was the most successful year in our company's history. That means now is the ideal time to take a major step forward in development. admazing will easily be able to handle international campaigns in the future. On top, our existing customers will also benefit from new services and the group's international expertise," said Simon Morton, CEO of admazing AG. admazing now has the flexibility to access dozens of experts, especially in the fast growing area of admazing's adservices-unit (display campaign management services).

DQ&A Group works with online publishers, advertisers and agencies worldwide, and consists of DQ&A Display Engine Marketing and Adsimilis. DQ&A Display Engine Marketing provides high quality campaign management and technology to its clients with a main focus on Europe and South America and is the reseller for Google's DoubleClick systems in these markets. Adsimilis operates internationally as a performance marketing non-stop-shop for both advertisers and publishers.

A new admazing AG supervisory board has also been appointed as part of this strategy. Heleen Dura-van Oord and Rick van Boekel were appointed alongside its two founders, Simon Morton and Philipp Hasenfratz. Heleen Dura-van Oord, founder & shareholder of DQ&A in 2001, voted online media woman of the year in the Netherlands in 2008, sits in the Advisory Board of the Interactive Advertising Bureau (IAB). Rick van Boekel is CEO and co-owner of DQ&A. He previously led a number of companies and founded bol.com, the Netherlands' leading e-commerce shop (part of Bertelsmann), Outgoing board members Thérèse Ruedin and Reto Senn were instrumental in shaping recent developments and leave the supervisory board after more than four successful years.

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