

**ASX RELEASE**

**14 October 2021**

## **TRAFFICGUARD INTEGRATES WITH GOOGLE CLOUD MARKETPLACE**

### **Key highlights**

- **TrafficGuard is now live on the Google Cloud Marketplace**
- **TrafficGuard will now be marketed worldwide to all of Google Cloud's customers that use Google Pay-Per-Click (PPC) advertising**
- **Creates a key sales channel for the large enterprise and SME market with substantially reduced contract execution time**
- **Adveritas and Google's go to market (GTM) team are currently working on joint PR, customer engagement and marketing of the TrafficGuard product**
- **Key benefits of being accepted into the Google Cloud Marketplace include exposure to the Google Cloud ecosystem, reduced procurement and legal time, streamlined billing processes for clients, and the potential for clients to add TrafficGuard fees to their committed Google cloud spend**
- **TrafficGuard is the only PPC advertising verification solution to enter the Google Marketplace worldwide and is the only solution in Australia and New Zealand to enter this global marketplace over the last 12 months**

Adveritas Limited (**Company** or **Adveritas**) (**ASX: AVI**) is pleased to announce that TrafficGuard has been officially accepted and integrated into the Google Cloud Marketplace. Solutions that have entered the Google Cloud Marketplace have been vetted by Google against security vulnerabilities and the Marketplace allows solutions to be easily adopted with reduced contracting times.

TrafficGuard's acceptance into the Google Cloud Marketplace has been a key priority for Adveritas over the last nine months, as the Company looks to take advantage of the substantial benefits from the Google Cloud Marketplace as it rapidly scales TrafficGuard's services.

Google Cloud Marketplace lets users quickly deploy functional software packages that run on Google Cloud Platform. To be accepted by the marketplace,

TrafficGuard had to successfully do a deep integration with the Google technology stack, benefit companies who already leverage the Google technology, meet Google's strict security requirements, and be able to deliver value to Google customers globally.

The mission at Google Cloud Marketplace is to enable organizations around the world to transform their business using digital technology and to do so by offering the best infrastructure and industry specific solutions. Part of that mission is to deliver maximum choice for customers and to bring the best of open source and open core technologies to Google Cloud to give customers the right options for all their use cases<sup>1</sup>.

**TrafficGuard's integration into the Google Cloud Marketplace has three key benefits:**

- 1) Opens an additional sales channel with Google Cloud reps selling the TrafficGuard solution on behalf of Adveritas, with the first client already in trial
- 2) Provides access to Google Cloud's customer base across numerous key targeted countries
- 3) Reduces the sales cycle for potential customers that already have Google as a preferred partner because legal and procurement times, which account for the majority of the sales cycle, are substantially reduced.

TrafficGuard is the only Australia and New Zealand based company that primarily or entirely exists online to have been onboarded onto the Google Cloud Marketplace over the last 12 months, and is currently the only PPC advertising verification platform on the Google Cloud Marketplace globally. This alone represents a substantial validation of TrafficGuard, which has already been seen through its enterprise customer wins.

**Commenting on TrafficGuard's integration with Google Cloud Marketplace, Adveritas Co-Founder and CEO Mat Ratty said:**

"We are delighted to have TrafficGuard officially accepted and integrated into the Google Cloud Marketplace, which we expect to further accelerate our annualised revenue growth rate. Customers can now easily procure TrafficGuard through the Google Cloud Marketplace, if they already have Google as a preferred vendor, which substantially reduces our sales cycles.

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<sup>1</sup> <https://cloud.google.com/blog/topics/google-cloud-next/solving-for-whats-next-2021>

"We are currently working with Google's Go To Market team to ensure a successful launch strategy of the TrafficGuard solution. This will include videos of the TrafficGuard solution and how it fits into the customer's technology stack, co-marketing of the TrafficGuard solution and customer case studies to increase awareness and credibility.

"There are important benefits for companies to sign on with TrafficGuard through the Google Cloud Marketplace, as TrafficGuard spend forms part of their committed monthly Google Cloud spend. In some cases, if the customers committed monthly spend with Google Cloud is below their actual usage, they can adopt TrafficGuard and put the TrafficGuard fee towards their minimum monthly spend.

"Adding channel sales like the Marketplace to complement our direct sales force was the next logical step for Adveritas. With recent annualised revenue up over 50% since 30 June 2021 and a record trial pipeline, we look forward to scaling further with the assistance of the Google Cloud Marketplace."

*This announcement is authorised for lodgement by the Board of Adveritas Limited.*

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Adveritas Ltd (ASX:AVI) creates innovative software solutions that leverage big data to drive business performance. Adveritas' ad fraud prevention software, TrafficGuard, is its first available software as a service. Early adopters of TrafficGuard include LATAM super-app, Rappi and APAC super-app, GO-JEK. Both businesses are well funded with \$2 billion and \$12 billion valuations respectively, and conducting aggressive user acquisition advertising for fast growth. In both cases, TrafficGuard was chosen after a rigorous procurement process that saw the effectiveness of our solution evaluated against a range of competing solutions.

For more information, see <https://www.adveritas.com.au/>



TrafficGuard is the world's first full funnel measurement, verification and fraud prevention solution for digital advertising. Operating in real time across all digital channels, TrafficGuard targets invalid traffic before it reaches your ad budget. Using TrafficGuard, marketers, agencies and ad networks can both detect and prevent invalid traffic in real time in order to maximise the return on their advertising and scale their business using real data. Trusted by global brands, TrafficGuard is a multiple award winning fraud prevention product recognised by The Drum, the Martech Breakthrough Awards 2020 and voted the Most effective anti-fraud solution by Mobile Marketing 2020.

For more information about TrafficGuard's comprehensive fraud mitigation, see <https://www.trafficguard.ai/>