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YouGov plc

("YouGov" or the "Company")

## **YouGov scales its activation capabilities and publisher partnerships with purchase of Rezonence**

YouGov, the international research and data analytics group, has acquired Rezonence Ltd in a move that will bring clients ethical activation at scale.

Rezonence is a technology business with a patented FreeWall® – an interactive advertising format that facilitates access to premium online content after consumers engage with an advert or taking a micro-survey. Through its network of publishers, Rezonence's technology will enable a massive expansion of data-generating and data-deploying touchpoints between YouGov and consumers.

The acquisition turns hundreds of millions of consumers across the world into potential zero-party virtual YouGov panellists. This allows data collection at unprecedented scale and enables ethical activation that benefits both clients and consumers. Clients get addressable audiences through fraud-free and transparent interactions, while consumers get rewarded for their engagement with access to premium content and more relevant ads.

Rezonence has been wholly acquired by YouGov for an undisclosed sum to enrich and expand YouGov's capabilities. The company's founder and CEO Prash Naidu will join YouGov as part of the deal to assist with the technological integration and ensure YouGov makes the most of Rezonence's unique technology.

Stephan Shakespeare, CEO and co-founder of YouGov: "Bringing Rezonence into the YouGov fold is a major step forward in our development from being an audience insights platform to also being an audience activation platform. It extends YouGov's capabilities over a much wider scale in a way that is entirely consistent with the strengths of the data engine we've built over the years. The ability to engage consumers as they go about their lives online not only means clients can reach them en masse but they can do so ethically and efficiently."

Prash Naidu, CEO and founder of Rezonence: "Being part of YouGov is a natural fit for Rezonence as we both want clients to reach audiences at scale ethically. By creating and deploying data in a zero-part frame, Rezonence's technology creates an explicit deal with the individual to share opinions in return for a benefit and control over their data. Doing this directly addresses one of the key challenges now faced by targeted advertising. FreeWall® is bought and sold on a cost per engagement model which means the publisher only gets paid when the user actually engages with a survey or ad. This ensures that the advertiser gets 100% viewability, zero ad-blindness and the whole thing is guaranteed fraud-free."

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## **About YouGov**

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

Our 17 million registered members provide us with a highly engaged proprietary panel that delivers thousands of data points on consumer opinions, attitudes and behaviour on a daily basis. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, YouGov has one of the world's largest research networks.

### **YouGov**

**Best panel**

**Best data**

**Best tools**

For further information visit [yougov.com](https://yougov.com).