



## **Advana Pioneers Workplace Advertising**

**December 17<sup>th</sup>, 2018...**Advana's strategy is simple, to reach any screen anywhere; we are an advertising technology company introducing an advanced platform to connect brands with their consumers at work. By bringing curated advertising and offers to locations in the workplace, brands and advertisers will have unprecedented access to engage captive and qualified audiences.

"Full time employees spend over half of their waking hours at work and this market is virtually untapped. Advana aims to bring a simple advertising solution to brands, merchants and technology providers," says Advana CEO, Derek Myers. "Delivering pertinent information at multiple touchpoints to audiences based on their interests and characteristics at the point of sale is a powerful combination. Our objective is to drive meaningful connections between brands and their audiences that will echo across the multi-channel world we live in today."

Advana offers a portfolio of services to drive brand awareness, engage consumers and provide in-depth analytics on campaign effectiveness. The platform is designed to work with merchant's existing digital placements (including monitors and kiosks) along with email CRM, app and point-of-sale systems.

We at Advana, can't wait to show you what we're working on in early 2019. In the meantime, join us on our journey and stay informed to learn more. Visit <https://advana.co/> to sign-up for our newsletters.

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