

London, November 3rd, 2016

fifty-five, recently named by Deloitte as one of the fastest-growing tech firms in Europe, is proud to announce that its London office has been named a DoubleClick Certified Marketing Partner, which attests to Google's partners' expertise and capacity to help brands achieve high-impact results from digital marketing. This accreditation is based on fifty-five UK's certification for Data & Measurement.

Google continues to set the benchmark for digital performance in both on-site and digital-media environments. Its DoubleClick toolset provides deep access to unique sources of data that help brands analyse the impact of paid, earned and owned channels on customer acquisition and retention.

fifty-five UK trains clients to use these tools, helps clients deploy them across their digital properties, and - by avoiding the commercial conflicts inherent in buying media or building websites - leverages the tools to provide objective and channel agnostic advice to its clients. Partner status with Google also ensures that fifty-five has access to the most advanced capabilities and features of Google's technology stack. fifty-five UK uses Google's DoubleClick toolset to power much of its data-driven initiatives and it has been a significant contributor to fifty-five UK's 300% year-on-year growth rates.

Richard Wheaton, Managing Director, fifty-five UK, said:

"Brands in the UK are increasingly relying on the DoubleClick toolset for some or all of their digital measurement. fifty-five UK is proud to partner with one of the world's undoubted digital leaders in aid of our clients' quest to unpack all of the signals and insights that lie in the data. We are delighted that Google continues to put its faith in the excellence of 55 UK's data and analytical capabilities, and we look forward to a fruitful continuing partnership in the future."

Frederic Lutt, Head of Advertisers and Partners, DoubleClick UK & Ireland, said:

"We are delighted to welcome fifty-five as a new DoubleClick Certified Marketing Partner in the UK & Ireland. fifty-five is joining our service partner programme under the Data & Measurement segment. We are looking forward to working together to help DoubleClick's clients improve their data and measurement strategy and architecture."

fifty-five's combination of technology, consultancy, software and service expertise has led to significant growth and the company works with a host of major global brands that include L'Oréal, Danone, AXA, Orange, Renault, Ferrero, Lacoste, BNP Paribas, Europcar, and Total. The company was founded in 2010, and has grown rapidly into a business with over 150 employees operating in offices in Paris, London, New York, Hong Kong and Shanghai.

In January 2016, a majority stake in the business was acquired by You & Mr Jones, the world's first brandtech group founded by former Havas Global CEO David Jones.

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