



Simpli.fi and National Ad Force Partner to Offer Integrated Search-Enabled Display to Advertisers

Industry-leading ability to bid, report, and optimize at the keyword level is unique

Fort Worth, TX ([PRWEB](#)) October 03, 2011 -- [Simpli.fi](#), the global demand side platform (DSP) whose technology combines the effectiveness of search marketing with the reach and brand impact of display, today announced that it has entered into a partnership with [National Ad Force](#). The partnership appoints National Ad Force as a non-exclusive sales partner, enabling them to offer advertisers Simpli.fi's leading capabilities in search retargeting, contextual targeting, site retargeting, and other targeting techniques.

“We are excited to be partnering with National Ad Force,” said Frost Prioleau, CEO of Simpli.fi. “They have a deep understanding of search, and have been working hard to develop innovative keyword-based display options for their clients. Through this partnership, they now have the ability to offer core search retargeting along with integrated contextual, site-targeting, audience, etc. campaigns.”

As the only full service Demand Side Platform (DSP) with integrated keyword-level search retargeting capabilities, Simpli.fi enables search marketers to leverage their keyword expertise into display advertising. The company's capabilities are powered by a unique technology architecture that efficiently manages massive amounts of data at real-time bidding speed. Simpli.fi's platform allows marketers to leverage fully-automated, real-time optimization to drive improved performance across all campaigns. With Simpli.fi, marketers can execute display campaigns locally – or across the globe -- through a completely transparent and intuitive platform that provides insights on volume, spend, and performance for each keyword, site, context or other targeted parameter.

“This partnership is part of our strategic sales plan,” said James Moore, Chief Revenue Officer, Simpli.fi. “Today we have a strong direct sales team, and our partnership with National Ad Force will complement and accelerate our direct sales efforts to meet market demand.”

Since 2001, National Ad Force has partnered with major national websites as one of the largest independent online sales companies in the U.S. In addition, National Ad Force is one of the largest agencies in the Internet Yellow Pages category, handling advertisers' search related placements, including cost per click and cost per call. Through its headquarters in Chicago and satellite offices in New York, Los Angeles, Seattle and Miami, National Ad Force will now be able to offer advertisers integrated search-enabled display along with their regular campaigns. Further, clients will be able to augment their keyword-based campaigns with a host of other targeting options across the purchase funnel, including technology, content, and audience.

“With our expertise representing major sites for display and search advertising including Yellow Pages, we wanted to marry our competency with a 'best in breed' partner with a demand side platform that deeply integrates keyword based search retargeting,” said Tony Janowski, CEO of National Ad Force. “We wanted to be able to offer our clients one platform that could handle keyword-based search retargeting within a full-service DSP offering. Simpli.fi's ability to bid, report, and optimize on an individual keyword basis through a robust self-serve platform is truly unique.”

About Simpli.fi

Simpli.fi is the global demand side platform (DSP) whose technology brings together the effectiveness of



keyword-based search marketing with the reach and brand impact of online display advertising to create a new medium: keyword-informed display. Through offices in Phoenix, Fort Worth, New York, Boston, Munich, Mumbai, and Beijing, Simpli.fi, allows marketers to execute campaigns across the purchase funnel through a completely transparent, self service platform. To get started, contact us at sales(at)simpli(dot)fi or +1-817-271-7346. Questions about this release should be directed to Colleen Reed, CMO, Simpli.fi, colleen(at)simpli(dot)fi.

About National Ad Force

National Ad Force is a full service, sales and planning organization specializing in Yellow Pages, Search and Display advertising. Through premium product offerings and turn key programs, National Ad Force achieves industry-leading return on investment for both national and local advertisers and their agencies. Created in 2001, National Ad Force is headquartered in Chicago with offices in New York, Los Angeles, Miami and Seattle to service its North American client base.

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