



Bidstack Group PLC - BIDS Further details re Lumen Research Study
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Bidstack Group Plc

("Bidstack" or "the Company")

Further details re Lumen Research Study

Further to its announcement on 17 April 2020, Bidstack Group Plc (AIM: BIDS.L), the native in-game advertising group, announces further details of the research undertaken by attention specialists Lumen Research Limited ("Lumen Research") to measure the success of an in-game campaign delivered by Bidstack for an automotive brand.

It was commissioned and paid for by Bidstack and initiated on behalf of an automotive brand who wanted to better understand how the in-game adverts performed versus traditional advertising channels such as desktop display, out of home and mobile display.

Bidstack had previously commissioned Lumen Research (as announced on 24 June 2019) to undertake a study conducted across three video games on PC, mobile and console involving more than 500 gamers and more than 30 brands. Given this experience, Bidstack suggested to the automotive brand that Lumen Research would be an appropriate firm to undertake this work to benchmark Bidstack's technology against other channels and to better understand the brand uplift effects of in-game advertising.

Lumen Research (www.lumen-research.com) is an attention technology company that has developed eye-tracking technology to help companies understand how consumers interact with their products. Eye-tracking offers an accurate and objective measure of attention.

Instead of asking questions about what people think they have seen, its software monitors what they actually look at. Lumen Research's clients include a number of FTSE-350 companies.

Bidstack worked with the automotive brand to agree the aims and objectives of the study and then asked Lumen Research to propose suitable methodology to undertake the research. Lumen Research ran the study independently with no further input from either Bidstack or the automotive brand and tested the ad in-game and in isolation.

Notwithstanding that the costs of the study were met by Bidstack, the findings from the study were collated and analysed objectively by Lumen Research and subsequently presented to the Company and the automotive brand.

Bidstack intends to share the findings of this study with other stakeholders by creating a forum for the in-game advertising industry to support the growth of in-game advertising as a recognised advertising category.

The Company looks forward to working with partners and competitors alike to share and enhance these findings.

-ENDS-

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Notes to editors

Bidstack

Bidstack is an advertising technology company which provides dynamic, targeted and automated native in-game advertising for the global video games industry across multiple platforms. Its proprietary technology is capable of inserting adverts into natural advertising space within video games

Bidstack's customers are games publishers and developers (on the supply side), and advertising agencies, brands and programmatic advertising platforms (on the demand side).

Bidstack contracts exclusive access to the native in-game advertising spaces within video games from their developers or publishers and sells that advertising space either directly to specific brands and their agencies or through programmatic advertising platforms.

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