



district m launches mypixel, a self-serve programmatic advertising platform designed for SMBs.

mypixel levels the playing field for all companies to participate in the \$270 billion digital advertising industry

October 16, 2017 (Montreal): district m, a leader in programmatic advertising, today launched [mypixel](#), a powerful self-serve retargeting platform designed to help small businesses launch creative ad campaigns.

"We realized there's a huge gap in programmatic advertising solutions for local businesses and small companies" says **Benoit Skinazi, district m's SVP of Sales and mypixel's Project Lead**. "With mypixel, we are excited to offer all businesses the ability to create professional and sophisticated campaigns regardless of their size, budget or experience level."

"The digital market is as critical to independent businesses as it is for large global enterprises and having a solid online presence will help SMBs stay competitive," says **Adrian Pike, district m's Chief Marketing Officer**. "Up until recently, you would need a serious level of experience and money to successfully execute programmatic campaigns. With mypixel, we want to level the playing field for small businesses and give them access to similar advertising opportunities as bigger companies."

Globally, digital advertising spending which includes desktops, mobile devices and tablets, is expected to reach \$269.85 billion in 2018 and climb to \$335.5 billion by 2020*. With solutions like mypixel, SMBs can now actively participate in the explosive digital advertising industry.

"We launched our e-commerce store in March 2016 and while I'm pleased with our growth, I was eager to develop our digital advertising," said **Jack Kaladjian, founder of Montreal-based Park and Finch Eyewear**. "mypixel has allowed us to explore new advertising options which isn't offered elsewhere. The platform is very user friendly and has made it seamless for us to launch our campaigns. I'm excited to see more sales and even further growth."



Designed specifically for businesses who do not have the time, resources or experience to invest heavily in digital advertising, mypixel offers an integrated ad builder as well as clear and easy-to-understand targeting options to help small business owners launch their campaigns effortlessly. The platform is also equipped with an extensive reporting suite to enable users to track their campaign's performance.

About district m

[district m](#) is a full-service advertising exchange that creates open, transparent marketplaces through which publishers and advertisers can quickly and easily connect to maximize today's digital advertising demand. Since our inception, we have served as a trusted monetization partner to 7,500 websites globally by bringing incremental demand through over 200 unique brand partnerships. With offices in New York, Montreal, Toronto and San Diego, and propelled by an investment by Fond de solidarité FTQ, the company continues to grow and increase its footprint in the digital media industry.

district m is consistently ranked as a Pivalate Global Seller Trust Index leader. Accolades include Deloitte's Technology Fast 50 2015 Jury's Favourite award and Deloitte's Technology Fast 50 2016 Company-to-watch award. For the second year in a row, CEO and President JF Cote was nominated for the EY Entrepreneur of the Year.

For more information, contact:

Sandrine Tessier, district m

sandrine@districtm.net

514.690.7823

For mypixel video, [click here](#).

*Statista 2017.