



[K]ubient  
Audience Cloud

## SPORTS APPAREL audience-based advertising

Our open marketplace enables brands to reach, optimize and connect with their audiences in a transparent, programmatic environment with multi-variant targeting and pre-bid fraud prevention. Driving brand reach, traffic & transactions on all digital channels & formats.

### CHALLENGE

Under Armour was having challenges reaching their UK audiences, and getting the right non-US inventory to run their campaigns.

### SOLUTION

Kubient's open marketplace identified In-App mobile inventory in EMA that could be purchased while building (10) new audience profile segments for the campaign to activate.



WEBSITE TRAFFIC



ECOMMERCE SALES



IN-STORE VISITS



BRAND AWARENESS >  
INCREASED



UNDER ARMOUR®