

# ADTUO CLOSES A SEED ROUND OF 100,000€ TO REVOLUTIONIZE ADVERTISING.

Adtuo, the startup of advertising management in social networks using Artificial Intelligence, has closed a financing round of 100,000 euros. The operation was carried out with the advice of the law firm specialized in the business sector and investment, Bustillo Abogados, and has been financed with private capital, coming from several business angels such as Francisco Rey and Pablo Telleria, and from the startup accelerator Demium. The company's own founders, Miguel Angel Ivars, CEO, Víctor Arenas Product Manager and María José Ivars CMO, have also participated in the funding.

"Without a doubt, this is only the beginning of a new and exciting stage, which we face with great enthusiasm and optimism. Once the foundations of this ambitious project have been laid, and thanks to the support of those who have trusted and bet for us, we can say that together with the equipment and technology that we have developed, we have all the ingredients to offer the market a disruptive solution that changes everything as we know it ", says Miguel Angel Ivars, CEO of Adtuo.

This new injection of capital will be mainly aimed at three objectives: expand the current team, continue to improve the development of its own technology based on artificial intelligence to optimize the results of customer campaigns, and keep growing at the same pace. "Until now we have managed to evolve the usual operations of advertising management, going from processes sometimes of several weeks, to just a few minutes. But this will not stop there, there is still much to be done, and we believe that we are on the right path to achieve it ", explains Ivars.

Having managed to date a significant volume of customer advertising budget, Adtuo has set itself the goal of optimizing advertising management in a real and tangible way, so that it is accessible to all small and medium-sized companies. Both companies that do not have internal experts in their teams dedicated to the exploitation and improvement of their advertising performance, as well as those that do not have the economic capacity to hire someone external to take care of it. To achieve its goal, advertising could stop being something unattainable and only for a few, and start being the most efficient channel to grow at an affordable cost to all pockets.

Adtuo was born as a platform that thanks to the automatic learning of the historical results and to a wide range of experts, solves the problem of achieving results through advertising. Now the project is growing and evolving adding new objectives and ways of simplifying its complexity in different ways. In addition to working closely with other agents such as communication agencies, SEO or web development.

## About Adtuo

Adtuo is a startup that offers a management and advertising optimization service focused on SMEs for its extreme simplicity and effectiveness. Thanks to its proprietary technology, it is capable of managing hundreds of campaigns and finding repeatable success patterns to improve results in real time. It has hundreds of experts in each of the sectors, objectives and budget amounts, which allows it to bring together all the highest level know-how, and make it available to its customers.