

ADTUO raises €550,000 to consolidate its business model nationwide.

- **The startup Adtuo, the first technology platform in Europe to democratize advertising on social networks, closes a €300,000 round during the pandemic and gets €250,000 from Neotec.**
- **These 550,000 euros are added to the 200,000 euros already raised by Adtuo in the previous financing round.**

Madrid, September 18, 2020. Adtuo, the startup that manages and optimizes advertising campaigns on social networks using Artificial Intelligence, closes a new investment round of 300,000 euros. The operation, opened through Startupxplore, was oversubscribed, leaving out investors who did not arrive on time for this financing round. The operation was completed with the participation of venture capital funds Odemira Capital, Wannaseed and business angels.

This new capital injection, together with the €250,000 from the CDTI Neotec concession for the development of its algorithm, will be mainly aimed at expanding its client portfolio, strengthening the current team, continuing the development and improvement of its proprietary technology based in artificial intelligence, to optimize the results of customer advertising campaigns and continue to grow at a faster rate. *“So far we have already managed to evolve the usual operations of advertising management, going from processes sometimes lasting several weeks, to just a few minutes. But this will not stop there, there is still much to do to improve marketing results for SMEs, but we believe that we are on the right path to achieve it.”*, Explains Miguel A. Ivars, CEO of Adtuo.

This milestone is added to the recent agreements reached with corporations of the prestige of Banco Santander or Mahou-San Miguel at national level, to digitize Spanish SMEs, both clients of the bank and the HoReCa sector, through advanced marketing technology. And this injection of capital will enhance its growth.

“After two years of experience, we face this new stage with great enthusiasm and optimism. At the point where we are, we can say that thanks to the support of those who have trusted us, the team that we have been training and the technology that we have developed and improved, we have all the ingredients to revolutionize online advertising as it is. we know.”, assures Ivars.

Adtuo was born as a platform that, thanks to artificial intelligence and its experts, solves the problem of achieving results through advertising that many businesses have. Now, the

project is at its peak, growing, evolving and improving the way its technology can help SMEs and large companies improve their results thanks to online advertising. One of its differential values is the automation of all these processes thanks to the own development of artificial intelligence that automates them, making them efficient with starting costs 10 times lower and optimizing the results of customer campaigns.

About Adtuo

Adtuo is the first technological platform specialized in social media advertising that democratizes advertising on social networks. Adtuo makes available to SMEs the possibility of creating campaigns through Artificial Intelligence (Machine Learning), without being a marketing expert.

Adtuo works day by day with the vision of making advertising available to everyone, so that any business can sell without having to have an unaffordable budget. Thanks to the optimization of resources, both human and technological, Adtuo makes available to all types of businesses the possibility of making themselves known in a simple, fast and economical way on Facebook and Instagram and of achieving real and tangible results in the short term that they do grow business.

More information:

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