



Seedtag is a Global Contextual Advertising Company. Seedtag's value proposition relies on innovative and disruptive solutions for agencies and publishers. The Jargon Group worked with Seedtag to announce their acquisition, and drive awareness and build their pipeline of media coverage.



## What We Did:

Draft engaging articles to be featured in Forbes Advertising Council to provide insight into key industry themes

Generate awareness of Seedtag's latest acquisition, as well as new service offerings

Liaise with Seedtag's content partners to ensure a steady flow of content across their platforms

# Results:

1

Provided Seedtag with more than 621 million opportunities to see

2

Successfully generated awareness of Seedtag across key marketing, advertising and business press

3

A steady pipeline of press release and thought leadership articles has ensured ongoing conversations with press to establish relationships with Seedtag

## Media Coverage Examples Secured:

**PCR**

**BUSINESS  
INSIDER**

**MARTECHSERIES**  
Marketing Technology Insights

**W ExchangeWire**

**UKTN**

**The Drum**<sup>TM</sup>

**ITPro**<sup>TM</sup>

