For immediate release

Programmatic Tech Company Feature Forward Launches New Exchange: FeFoX

New York, January 19, 2017: Leading programmatic tech company, Feature Forward has announced the release of a proprietary new open RTB exchange which promises premium inventory reach, built-in quality assurance mechanism and improved QPS efficiency for programmatic advertisers.

Launching today, FeFoX couples automated decisioning with Smart Throttler - a smart QPS throttling mechanism - to improve buyers load and subsequently reduce the cost of infrastructure and connectivity.

As one of the pioneers in the RTB ecosystem, Feature Forward's ground-breaking innovation is a smart, responsive and best in class algorithmic solution, giving programmatic buyers access to a massive scale of premium publishers and supply sources.

"The ad tech industry is rapidly evolving, and the focus is on programmatic advertising. Growth in ad spend is expected to double, and even triple itself by 2019. The major scale issue the industry is dealing with today is a highly complex and fragmented business environment.

"Programmatic media buying resolves the complexity, but in most cases it requires you to "listen" to far too many opportunities than you actually want. We built FeFoX based on our vast experience and knowledge compiled over the past 9 years at the forefront of the industry. It links algorithmic solutions with business intelligence, generating unprecedented results at scale," said Gal Topaz, Feature Forward's CEO.

FeFoX offers RTB buyers a safe, versatile and adaptable platform. It offers a full suite of built in transparency tools, fraud detection and viewability.

The Smart Throttler uses an elaborated set of first party data and screening mechanisms to optimize the inventory request package. It performs an automated analysis of media consumption and studies buying patterns. The Smart Throttler will then algorithmically predict opportunities in scale for the auction and present only them to the buyer.

Available across any type of digital media inventory - desktop, mobile, native and video - FeFoX seamlessly ramps up campaign performance by allocating QPS to high return areas of the campaign. Its powerful learning techniques provide ongoing exposure to new and relevant sources, with lookalike audience targeting capability built in. The result is an organic uplift and improved visibility across a wider range of creative formats.

Powerful, intuitive and performance-driven, FeFoX is at the forefront of a new generation of programmatic solutions across multiple ad inventory types and automated, smarter campaign management at its heart.

FeFoX Features:
1. Access to global inventory
2. Quality assurance (Viewability, Transparency)
3. Verification inside (1st and 3rd parties solutions)
4. Exposure time guaranteed (Patented)
5. Smart Throttling
6. Automated lookalike targeting

To find out more about FeFoX and for a demo visit: http://fefox.featureforward.com/ or http://www.featureforward.com

About Feature Forward

Feature Forward is a tech leader in programmatic advertising - the largest growing segment in online advertising today.

Founded in 2008, Feature Forward provides clients with algorithmic solutions, allowing them access to the RTB ecosystem in a safe, transparent and efficient manner. Its proprietary stack of high scale technology and scientific approach are the key to delivering quality ads in a safe and automated environment.

With offices in Tel Aviv and New York, Feature Forward is a front row leader in innovative market technologies. Its brilliant engineering team is comprised of ex-members of the Israeli Air Force's elite programming unit.

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