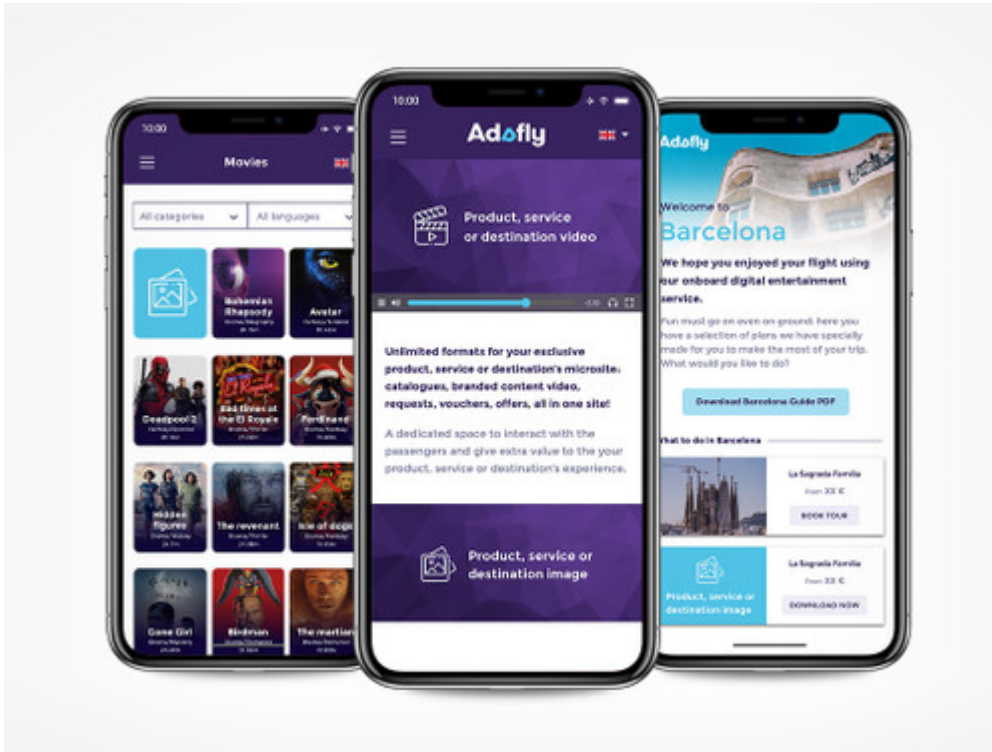


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# Immfly launches inflight advertising division

By **Rachel Debling** on April, 1 2019 | Inflight Entertainment



A look at the Adsfly platform

[Immfly](#) has launched Adsfly, a system that combines digital IFE system assets with aircraft assets, the company announced today.

The company notes that Adsfly enables brands to interact with a captive audience of passengers and enhance their travel experience. This specialty media sales division focuses on integrated onboard campaigns that are designed to serve airlines and IFE providers to help them commercialize this onboard space.

The Adsfly Onboard Adserver provides advertisers and airlines with increased autonomy and flexibility to manage, upload and analyze their inflight campaigns. The tool includes a range of features and options to facilitate asset selection, segment campaigns by audience and monitor KPIs, Immfly explains.

Ramón Rodríguez Sánchez, Advertising Manager of Adsfly, commented in a statement: "Advertisers are very interested in the highly captive audiences we reach with our airline network and the technological expertise we provide to manage onboard digital assets in combination with traditional inflight media. The capabilities we deliver are highly effective for both cut-through branding and sustained performance campaigns."

Samuel Gombervaux, Chief Revenue Officer at Adsfly, also commented: "As the travel industry

continues to grow, it's become clear to us that advertisers need a 360-degree solution to reach this audience. Adsfly answers precisely that need with a high level of expertise. Not only are we hardware agnostic, focused on serving all IFE providers, but we are also effectively airline agnostic, as our media sales services are available to all airlines in the industry irrespective of their IFE supplier and media agency. Our clients are looking to Adsfly to help them maximize [their] reach across aviation."