

AERQ and Inadvia partner to bring digital advertising to the aircraft cabin



The collaboration between AERQ and Inadvia will bring greater opportunities from inflight digital advertising

[AERQ](#) has entered into a collaboration with in-transit digital advertising trading platform [Inadvia](#), to build a digital first inflight advertising supply chain.

The partnership will provide airlines with the tools to increase advertising yield and volume through data-driven solutions, simplify the execution of campaigns, and make the inventory available within multiple advertising marketplaces.

Inadvia's digital advertising platform provides the connection to a range of advertising demand sources, from trading platforms that enable advertisers to bid on airline advertising inventory to self-serving platforms. It also provides the ability to directly manage campaigns in-house and to measure, optimise and report on these campaigns which enhances revenues even further. AERENA, AERQ's cloud-based and modular open IT platform, provides a recommendation and targeting engine that enables airlines and advertisers to target ads to the right passengers and thereby enhance the passenger experience significantly.

"With AERQ's advanced platform and innovative system management we have the freedom of being unburdened by legacy systems. That allows us to build and deploy digital advertising tools that unlock the substantial revenue potential that exists and deliver inflight advertising like never before", said Matthew Blay, Co-founder at Inadvia, in a May 24 press statement.

"In Inadvia we have found a partner to implement relevant advertising supply chain workflows and the corresponding technology. We gain access to digital advertising expertise that maximises the potential of our AERENA platform to open new revenue opportunities for airlines and selected

partners”, added Arnd Kikker, Co-Managing Director at AERQ, in the same statement.