

## **RD&X Network strengthens its global footprint; entrusted mandate for Singapore-based full-service capital markets platform ADDX**

**OR**

## **RD&X Network bags the mandate for Singapore's pioneering Digital securities Private Market Investing platform ADDX**

~ To deploy ReBid to facilitate unified view of their digital campaigns across search, social and programmatic ~

**National, xx August, 2022** : Strengthening its presence in the Asian sub-continent, RD&X Network has won the mandate for ADDX, one of the pioneering financial institutions in Singapore. The collaboration is helmed on ReBid, RD&X Network's Unified advertising and marketing AI Automation Platform. The platform is designed to offer a unified real-time view of all search, social, and programmatic campaigns to help generate value and maximise returns. The association also marks RD&X's foray into the financial sector of Singapore.

The ReBid platform, already an industry frontrunner, will add value to ADDX's outreach campaigns in a three-pronged manner: Effortless activation of campaigns across channels; Tracking diverse campaigns, across social media and programmatic simultaneously; Optimising campaign returns.

ReBid is pegged to provide a comprehensive view of the customer to ADDX and scale its growth all through in a simplified manner. ADDX looks forward to integrate their mobile measurement platforms tracking attribution under ReBid too, thus enabling ADDX to access a 360 automated view of all their marketing and advertising efforts.

Heralding the appointment of RD&X Network, **Ankit Narang, Head Of Digital Marketing at ADDX** said *"We are excited to partner with ReBid and look forward to driving data and insight driven growth for our digital marketing endeavours via a platform driven approach"*

Sharing more on the appointment **Ata Haftchenary, Head of Marketing & PR at ADDX** said *"With ReBid we are aiming to have access to instantaneous data across our marketing and digital campaigns which will enable us to make key decisions in real time."*

On the occasion of this win, **Rajiv Dingra, Founder & CEO RD&X Network** said *"The fact that cutting edge fintech startups like ADDX are trusting our ReBid platform to automate their digital marketing activation, reporting and insights shows how we have truly created a market leading platform for advanced marketers. We are excited to partner with ADDX and together we believe we are building the platform driven future of advertising and marketing."*

**Ashish Bhasin, Co-Founder & Chairman RD&X Networks** added *"We are delighted to welcome ADDX, a forward looking, future oriented company, as our client. It is heartening to see progressive clients rapidly adopting ReBid, as we together build the future of advertising and marketing, which we believe will be platform based and tech supported. We look*

*forward to a long and fruitful partnership with ADDX. We are also pleased that clients across continents and countries are adopting ReBid, encouraging us to get truly global,faster”.*

RD&X Network now has clients across all three regions, MENA, Americas and APAC, with engineering and customer excellence teams providing back end support and product development from India.

For more information, visit - [www.rdandx.com](http://www.rdandx.com) & [www.rebid.co](http://www.rebid.co)

#### **About RD&X**

RD&X Network is a global advertising and marketing transformation startup. They offer MarTech and AdTech platform-driven solutions to power the future of media, data, creative and business transformation. One of the pioneering solutions by RD&X Network is ReBid, the first ever Unified Marketing and Advertising AI Automation platform. ReBid uses proprietary AI-based algorithms that leverage MadTech to simplify digital marketing and give access to a cookieless world. The company was founded in June 2020 by digital advertising serial entrepreneur Rajiv Dingra and joined by APAC Agency Veteran Ashish Bhasin as Co-founder in June 2022. RD&X Network helps brands and businesses become real-time, disruptive, and thereby achieve exponential growth.

#### **About ReBid**

ReBid is the world's 1st Unified Marketing and Advertising AI Automation platform which is ready for the cookieless world and uses proprietary AI based algorithms that leverages Madtech (martech+adtech) to simplify digital marketing. ReBid has unified workflows, data harmonisation and real-time automated reporting. This translates into an immediate saving of 40% on resources and leads to incremental Returns on Ad spends (ROAS) by over 30%.