

BrightBid mentioned in UK press like BBC and The Times



Speqta AB (publ) (“Speqta”), a leading SaaS-platform business that specializes in helping customers optimize advertising on major online platforms, including Google, is pleased to inform that BrightBid, has recently been mentioned in UK media articles like Business Leader and The Times, but also the morning news at BBC World Business Report.

The morning show on BBC World Business Report, on Monday the 4th of September 2023 featured a celebration of Google’s 25th anniversary. The program welcomed Kate Cox, Chief Marketing Officer (“CMO”) from BrightBid, an ad tech company specializing in AI and automation for Google search ads. They discussed the impact Google has had on information access, its role as a verb in everyday language, and the democratization of information. Kate Cox emphasized how Google’s success lies in its relentless focus on providing accurate answers to user queries and its unique advertising model where advertisers bid for search terms, creating an efficient ecosystem. The show also touched on the influence of AI on Google’s future and its role in shaping the digital landscape. [Link to segment.](#)

The article in The Times, by Tom Whipple, Science Editor, and titled "Google changed the world but Search is on for the next big hit" covers the transformative impact Google has had on the way information is organized and accessed over the past twenty-five years. It discusses the aspects of online search, the evolution of search engines, and the dynamics of online advertising auctions. The article discusses the challenges and opportunities presented by the evolving landscape of online search and advertising, and highlighting the role of artificial intelligence. The article mentions Kate Cox, CMO at BrightBid, who emphasized the importance of optimizing campaigns for advertisers, customers, and the search engines themselves. [Link to article](#)

Fredrik Lindros, CEO of Speqta, comments:

As Speqta continues to focus on providing independent AI based services for optimizing online ad spend, we are delighted to see BrightBid featured in articles and segments in prominent medias such as the BBC and The Times. This recognition is a receipt of our commitment to delivering value to our customers and the broader digital advertising ecosystem.

BrightBid has also recently been mentioned In the article at Business Leader "From Gloom to Glory: What’s Fueling UK Firms’ Surging Trading Confidence?" by Patricia Cullen. BrightBid is mentioned in the context of the UK’s increasing global and local investment. Gustav Westman, CEO at BrightBid, highlights that the UK’s growing global and local investment is a key contributor to the positive outlook and emphasizes that investments in turning Cambridge into a tech hub and the involvement of

companies like OpenAI and Salesforce in the UK indicate confidence not only in the economy but also in the potential for startups in the region, especially in AI-related technologies. [Link to article](#)

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About Speqta

Speqta is an Adtech company that offers traffic generating services using data and AI. The company has three services: The Affiliate network Shopello, the SaaS service Bidbrain, and the SaaS service BrightBid. Speqta is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". Redeye AB is the company's Certified Adviser.