



## GetAccept starts with BrightBid to boost their online search advertising



**BrightBid, the independent AI-based service owned by Speqta AB (publ) (“Speqta”), has previously signed an agreement with and now gone live with GetAccept, an all-in-one digital sales room platform. This collaboration involves harnessing the power of BrightBid’s AI technology for optimizing GetAccept’s online advertising campaigns. The partnership corresponds to a cARR of KSEK 240.**

The global company GetAccept has taken the next step to boost their digital advertising efforts, via starting their online search campaigns with the independent AI-based service BrightBid from Speqta. The contracted Annual Recurring Revenue (cARR) for Speqta, from this collaboration amounts to KSEK 240, and the campaigns went live last week.

GetAccept is an all-in-one digital sales room platform, with integrations to CRMs like Salesforce, Hubspot and Microsoft Dynamics, that allow revenue teams and sellers to increase their win rates and offer the best buyer experience from opportunity to signed deal. Voted as the 11th best sales product of 2023 by G2 Best Software Awards, the platform serves 40,000+ users across 4,000+ enterprises within 60+ countries. GetAccept is headquartered in Malmö, Sweden, and has a team of 200+ employees across the US, Sweden, United Kingdom, France, Norway, and Denmark.

For more information about Speqta and BrightBid, please visit [www.speqta.com](http://www.speqta.com) and [www.brightbid.com](http://www.brightbid.com). To explore digital sales platform and its functionality at GetAccept visit their official website at [www.getaccept.com](http://www.getaccept.com).

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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.