

Speqta and BrightBid in five podcast appearances



Speqta (publ) (“Speqta”) and its flagship service BrightBid has the last two months been in five different podcast sharing the journey and insights on how to work with AI in advertising.

Speqta is pleased to announce its recent participation in five prominent podcasts over the past months, highlighting its flagship service, BrightBid, but also Speqta. These appearances allowed Speqta and BrightBid to share insights into its journey and innovative solutions with a broader audience. In these engaging discussions, Speqta’s and BrightBid’s experts delved into the unique features and benefits of BrightBid, an AI-based advertising platform designed to optimize online advertising campaigns.

Here are the details of the podcasts along with their respective links:

- **Sälj- och Marknadspodden**
Pod #219 – “Att växa snabbt och smart: Lärdomar från Brightbids framgångsresa inom AI och adtech. Från MVP till börsnoterat”
From BrightBid: Gustav Westman.
[Link](#)
- **B2B SaaS CEOs**
Pod #68 - “The importance of solving a specific problem in a better way.”.
From BrightBid: Gustav Westman.
[Link](#)
- **Effekten**
Pod 213 - “Onlineannonser med AI”
From BrightBid: Gustav Westman.
[Link](#)
- **I.C.P. BusinessWith**
Pod 2 - “Scaling from 0 to 47 MSEK in 3 years”
From BrightBid: Gustav Westman.
[Link](#)
- **Aktiesnack**

Pod #58 - "QleanAir & Joel Greenblatt, samt intervju med VD på Speqta Fredrik Lindros".
From Speqta: Fredrik Lindros.

[Link](#)

BrightBid's and Speqta's participation in these podcasts reflects its commitment to sharing industry knowledge and expertise. Speqta released its third quarter report on November 9th 2023, reporting a YoY growth in recurring revenues of +181%. Read the report [here](#) and see the live presentation [here](#).

Read more on www.speqta.com and www.brightbid.com

Contact:

Fredrik Lindros
CEO Speqta AB (publ)
fredrik.lindros@speqta.com
+46 723 10 66 66
www.speqta.com

About Speqta:

Speqta is an Adtech company that enables online advertisers to optimise their marketing through data and AI. The company's SaaS service BrightBid (including Bidbrain) is a tool to give customers the best possible results and bridge different ad platforms. Speqta is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "SPEQT". Redeye AB serves as the company's Certified Adviser.