

73 rue d'Anjou

75008 PARIS  
FRANCE

**Tel:** +33 (0)1 53 67 07 91 **Fax:** -

**Email:** [contact@tradelab.fr](mailto:contact@tradelab.fr)
**Website:** [www.tradelab.com](http://www.tradelab.com)
**Legal Identification**

**Corporate structure:** S.A.S.U. (simplified joint-stock company)  
**SIRET:** 80093192500021  
**NAF:** 7312Z

**Capital:** €1,248,966  
**Turnover:** - €  
**Employees:** 170  
**Intracom. VAT No.:** FR57800931925

**Certification No.:**
**Community supplier**

Regular ☐ Occasional ☒ Applicant ☐
**Area served**

International ☒ National ☒ Regional ☒
**Contact persons:**  
**Position**
**Name**
**Email**

Director of Marketing &  
Director of Sales

Mr Christopher MARIEL  
Ms Sandrine REINERT

cm@tradelab.fr  
sr@tradelab.fr  
cg@tradelab.fr

General Director and Co-Founder

Mr Charles GROS

**SUMMARY OF ACTIVITIES:**

Tradelab is a programmatic media buying platform offering personalised building of buying decision algorithms (optimisation) and tailored data modelling (targeting) to advertisers and agencies.

An expert in vertical media trading, increasing the effectiveness and quality of buying actions in real time, Tradelab is the largest totally independent player in Europe, with 6 international offices and 35 awards recognising its innovative technologies.

**PRODUCTION AND DISTRIBUTION:**

Tradelab, the European and Latin American leader in programmatic media buying, offers a multi-device media buying platform. Having pioneered programmatic buying technology in France, Tradelab offers its clients a powerful, unique and personalised range of solutions including tailoring algorithm building by advertiser, making proprietary and verticalised data available and providing geo-targeting and Dynamic Creative Optimization (DCO) solutions as well as tools for measuring brand lift. We believe in the alliance of Man and Machine, so our experts are 100% committed to programmatic.

**Additional information:**

Exclusive and worldwide partner of the digital media group Webedia, with 177 million unique visitors internationally.

**Civil service references:**
**Other industry references:**

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