



Teads Unveils Connected Ads: A New Premium Brand and Performance Solution for the Open Internet

July 31, 2025

Beta launch introduces a first-of-its-kind format featuring two high-impact placements to boost attention, storytelling and performance

NEW YORK, July 31, 2025 (GLOBE NEWSWIRE) -- [Teads](#) (NASDAQ: TEAD), the omnichannel outcomes platform for the open internet, today announced the beta launch of Connected Ads, an innovative branding solution which expands creative possibilities and engagement across premium publisher environments while reinforcing the company's core value proposition: to deliver brand-to-performance outcomes at scale.

Connected Ads introduces a unified ad experience featuring two complementary ad placements within the same publisher page – the first embedded within the article and the second at the end of the article. As users scroll through publisher pages, the second ad placement appears, creating a canvas for more opportunities for brands to stand out. Advertisers can use this space for high-impact messaging or introduce interactive elements to deepen engagement. This exclusive format gives advertisers two sequential, high-attention opportunities in a single content session, helping brands build awareness and drive measurable outcomes on the open internet.

"With this unique ad experience, we're giving brands the ability to cut through the noise and tell new impactful stories," said Remi Cackel, EVP of Global Demand Product at Teads. "Fully rooted in Teads' creative excellence, it's the first step in achieving brandformance goals in one seamless experience, powered by high-quality environments and user-first design."

Key benefits of Connected Ads include:

- A premium open-web branding format that enables sequential storytelling and deeper engagement.
- High-attention placements that maximize impact without disrupting the user experience.
- An exclusive creative solution, only available on the Teads platform.
- Built for brands that value premium environments, innovation, and brand-to-performance outcomes.

Connected Ads reflects Teads' ongoing commitment to innovation at the intersection of brand and performance outcomes, enabling advertisers to capitalize on multiple stages of the marketing funnel within a single integrated solution.

The beta launch is live across leading publishers in Germany, France, Italy, Japan, the UK, and the US and is being tested by several enterprise advertisers.

About Teads

Teads is the omnichannel outcomes platform for the open internet, driving full-funnel results for marketers across premium media. With a focus on meaningful business outcomes for branding and performance objectives, Teads ensures value is driven with every media dollar by leveraging predictive AI technology to connect quality media, beautiful brand creative, and context-driven addressability and measurement. One of the most scaled advertising platforms on the open internet, Teads is directly partnered with more than 10,000 publishers and 20,000 advertisers globally. The company is headquartered in New York, with a global team of nearly 1,800 people in 30+ countries.

For more information, visit www.teads.com.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to possible or assumed future results of our business, financial condition, results of operations, liquidity, plans and objectives. You can generally identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "guidance," "outlook," "target," "projects," "contemplates," "believes," "estimates," "predicts," "foresee," "potential" or "continue" or the negative of these terms or other similar expressions that concern our expectations, strategy, plans or intentions.

We have based these forward-looking statements largely on our current expectations and projections regarding future events and trends that we believe may affect our business, financial condition and results of operations. The outcome of the events described in these forward-looking statements is subject to risks, uncertainties and other factors, including but not limited to: the risk that advertisers may not adopt our new Connected Ads solution at the rate we expect or that the beta program may not be successful; the risk that our new ad formats, including Connected Ads, may not deliver the anticipated benefits of enhanced attention, storytelling, and brand-to-performance outcomes; risks related to the successful development and scaling of new and complex advertising products; our ability to compete effectively and maintain any technological or creative advantages in the competitive digital advertising market; and the other important risks described in the section entitled "Risk Factors" and elsewhere in the Annual Report on Form 10-K filed for the year ended December 31, 2024, in the Quarterly Report on Form 10-Q filed for the quarter ended March 31, 2025, and in subsequent reports filed with the Securities and Exchange Commission (the "SEC"), which are available on our website at <https://investors.teads.com/> and on the SEC's website at www.sec.gov.

Accordingly, you should not rely upon forward-looking statements as predictions of future events. We cannot assure you that the results, events and circumstances reflected in the forward-looking statements will be achieved or occur, and actual results, events or circumstances could differ materially from those projected in the forward-looking statements. We undertake no obligation to update any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events. We do not assume any obligation to

update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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