

Mobile Advertising Technology Company, Dobleas, Taps Feintuch Communications as Agency of Record

NEW YORK, March 11, 2013 /PRNewswire/ -- Dobleas (www.dobleas.com), a mobile advertising technology company, has named Feintuch Communications (www.feintuchcommunications.com) as its first public relations agency.

Founded in 2012 and headquartered in New York City, Dobleas is the industry's first real-time mobile demand-side platform (DSP) provider with real-time data. It is a spin-off of Tokyo-based FreakOut, Inc., a digital marketing company that pioneered the first DSP in Japan.

"Dobleas is setting out to fill a void in the mobile advertising market – trying to make it easier for buyers and sellers to do business real-time and in a fully transparent manner," said Yugo Asato, chief executive officer and president, Dobleas. "The Feintuch team impressed us with its experience in the ad tech market and ability to work closely with emerging companies."

"The mobile advertising market is beginning to reach critical mass but it is hindered by many of the same barriers that faced the online display market more than a decade ago," said Henry Feintuch, president of Feintuch Communications. "The Dobleas team, one of the first ad tech companies to enter the U.S. market from Japan, brings an impressive combination of technology, senior management experience and strong resources to bear. The company is committed to bringing order to this highly fragmented and inefficient marketplace."

About Dobleas

Headquartered in New York City, Dobleas (www.dobleas.com) is a mobile advertising technology company. Its true mobile demand-side platform (DSP) with real-time bidding (RTB), leverages first- and third-party live data to enable the purchase of real-time impressions across leading mobile ad exchanges and supply side platforms. Dobleas' mobile Data Management Platform (DMP), machine-learning bidding/optimization algorithms, full-access API and private exchange solutions allow marketers, advertisers and agency professionals to achieve better results for direct response, branding and full-funnel marketing. Founded in 2012, Dobleas is a subsidiary of FreakOut, Inc., a digital marketing company that pioneered the first DSP in Japan.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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