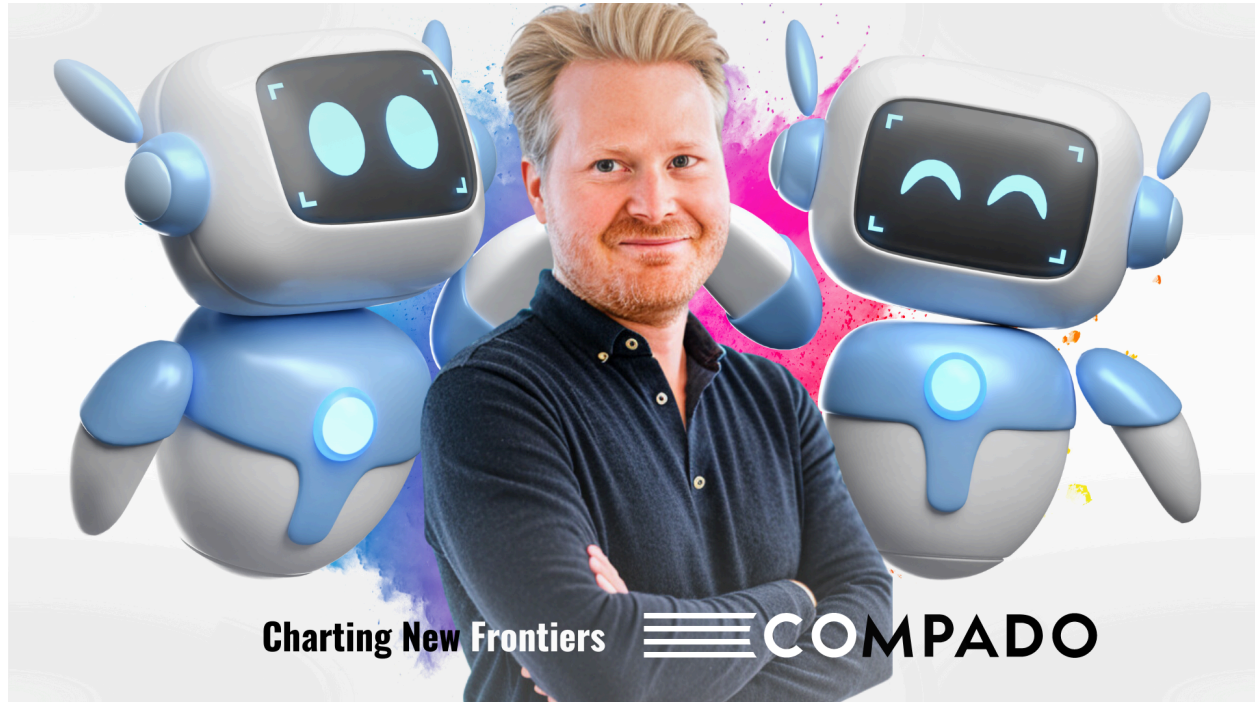


## Compado teases AI Leap — and celebrates 20-year anniversary of Singleboersen-Vergleich.de

*Compado Ushers in a New Era with Artificial Intelligence (AI) Innovations, Celebrates Two Decades of Singleboersen-Vergleich.de, and Strengthens Google AdSense Partnership*



[Compado](#), a pioneer in contextual advertising and AI-driven solutions, kicks off 2024 with notable achievements that further highlight the B2B tech platform's dedication to effectively linking brands and consumers and assisting publishers in driving their financial goals.

With the close of the first quarter of 2024, Compado is commemorating the 20th anniversary of the iconic [Singleboersen-Vergleich.de](#), Germany's leading dating-brand comparison site. Compado acquired the web destination in 2022. In addition, Compado is unveiling invaluable insights via the company's data-driven format #CompadoInsights and strengthening its strategic alliance with Google AdSense.

It's only the beginning, however, for Compado, as the leader in contextual advertising plans to announce an exciting addition to its operations later in the coming months.

### **Celebrating 20 Years of Singleboersen-Vergleich.de: A Journey of Digital Matchmaking**

Singleboersen-Vergleich.de is celebrating two decades of creating connections -- a milestone that not only honors a web classic's longevity but also underscores Compado's commitment to enriching online experiences. Andreas Hoogendijk, Compado's CEO, states, "The 20-year journey of Singleboersen-Vergleich.de reflects our impact on countless lives. We remain

dedicated to evolving with the digital landscape, catering to the ever-changing preferences of brand seekers.”

### **#CompadoInsights: A Deeper Dive into Consumer Trends in Q1 2024**

In Q1 2024, #CompadoInsights revealed a diverse collection of current consumer trends, including a surge in pet insurance across the UK, Germany, and New Zealand, signaling a heightened focus on pet care in affluent nations. Notably, positive testimonials were found to hold five times more sway than price in the pet insurance market, underscoring trust's crucial role in the industry. Additionally, a shift in digital content habits emerged, with Germans showing a notable interest in horror audiobooks, setting them apart in European entertainment. Moreover, Czechs increasingly turn to VPNs for gaming, while the Irish favor them for streaming events, reflecting diverse digital needs and a shared pursuit of freedom. These insights from [#CompadoInsights](#) not only illuminate the evolving consumer landscape but also provide valuable guidance for brands seeking meaningful connections with their audience.

### **Deepening Collaboration with Google AdSense: Expanding Monetization Opportunities**

Furthermore, the partnership between Compado and Google has soared to new heights -- with the integration of Compado's AdSense Feed into its publisher network. This enhancement not only amplifies Compado's content monetization potential but also solidifies its fruitful collaboration with Google. Emanuel Hoch, Compado's chief technology officer, hails this achievement as “a landmark moment, opening doors to growth opportunities and synergies.”

### **On the Horizon: Pioneering AI-Generated Content**

Compado also announces its further transition as an AI-driven company, embracing and fostering advancements in technology and innovation. Guided by Hoogendijk, Compado will harness AI to refine and customize content creation, as well as the company's recommendation services, aiming for more personalized, nuanced online experiences. "We're embarking on a journey of exploring and maximizing AI's potential within Compado," remarks Hoogendijk. "Anticipation grows as we prepare for a major AI product release in 2024!"

### **About Compado**

*[Compado](#) is a B2B tech platform for contextual advertising and content monetization. Founded in 2016, the platform provides cookie-free contextual advertising to consumer brands and cookie-free content monetization to publishers. The platform's proprietary contextual advertising puts brands in front of shoppers — and helps publishers to monetize their content through contextually targeted brand recommendations.*

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