

Compado Reinvents Itself Amid AI Push, Receives Federal Funding for Tech Innovation

Compado is stepping into a new era, reaffirming its dedication to core objectives—connecting brands with audiences—while embracing the potential of artificial intelligence (AI). This strategic shift, supported by federal backing for our AI initiatives, reinforces Compado’s commitment to leading in contextual advertising.



[Compado](#), a leader in contextual advertising and AI-driven solutions, is excited to share significant developments from Q2-2024. This quarter marked the beginning of a comprehensive internal restructuring and a focused shift toward [AI innovation](#) and Compado’s core mission, to connect brands with their audiences.

Andreas Hoogendijk, CEO of Compado, commented: “This realignment sharpens our focus on core competencies and market competitiveness. We are setting up Compado for the future, and that’s what’s most dear to us at the moment.”

Additionally, Compado has, [yet again](#), received federal funding (“Forschungszulage”) from the German government’s research allowance program -- this time, for its newest AI product, GhostWriter Deluxe, revolutionary software to automate media site creation and maintenance. The move affirms Compado’s dominance in AI-driven media and content automation in a push for a more personalized and customized online experience.

Growing Portfolio of Media Sites

In Q2, Compado expanded and internationalized its media site portfolio, focusing on sectors like VPN, Language Learning, and Meal Kits. This growth was driven by innovative AI technologies, including proprietary tools for media site generation and automation, enabling the rapid creation and management of high-quality content platforms. “In Q2, we launched various AI-generated top-tier content sites that offer essential pre-purchase information,” said Hoogendijk. “Our AI-generated sites have proven to enhance user guidance and decision-making. In just a short time, Compado is already seeing dramatic results with our latest AI innovations, and we are excited to see where it goes over the next several quarters.”

Google AdSense

As part of the company’s internal restructuring, Compado advanced its newly introduced Google AdSense business segment in Q2. This strategic move aims to diversify revenue streams and strengthen Compado’s partnership with Google. Emanuel Hoch, chief technology officer of Compado, commented, “Our Google AdSense initiatives leverage advanced advertising technology to boost revenue growth and solidify our alliance with Google.” Compado has already reported increased revenues from Google AdSense and plans to continue refining its AdSense Feed in Q3-2024.

Sales Tracking

To bolster partner support, Compado’s Online Dating sector has transitioned from lead tracking to sales tracking. This shift enhances subscriber engagement and improves advertising quality and partner satisfaction. “By focusing on sales tracking, we aim to deliver tangible benefits to all dating apps using our contextual advertising,” said Hoogendijk.

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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