

ad agents joins Tribe Global to share experience and knowledge with owner-managed agencies around the world

The online and performance marketing agency, ad agents, has just become a member of Tribe Global. This global community connects owner-operated agencies and business partners from the marketing and communication sector around the world.



In line with its motto 'One Tribe, Many Vibes', Tribe Global aims to connect agencies with different specializations and cultural backgrounds. ad agents GmbH is a member of the internationally successful ad pepper media Group, which also includes the lead specialist ad pepper media and the affiliate network Webgains. The managing director of ad agents, Wolfgang Schilling, sees its membership of Tribe Global as a further opportunity to exchange expertise with owner-operated agencies and network on an international level.

ad agents is the third German member of Tribe Global. The network was founded in 2012 and is made up of 36 members in 51 cities spread out across Europe, North and Latin America, the Middle East, Africa and Asia. All member agencies are considered the best of the best in their region, and are able to boast the highest standard of competencies in their specializations. Members of Tribe Global regularly exchange expertise at meetings, discuss their experiences and advise each other in acquiring and supporting international customers.

ad agents GmbH, which was founded in 2006 and has been managed by Wolfgang Schilling and Dirk Lajosbanyai ever since, is renowned for its extensive competencies in online and performance marketing. About 100 experts at ad agents successfully further develop national and international brands across all digital channels. Maintaining close contact with major players in the online sector, building trust-based relationships with customers and using innovative technologies contribute to ad agents' ongoing success and competitive edge in terms of competencies.

Existing members of Tribe Global benefit greatly from having contact with one of the leading online and performance marketing agencies in the German-speaking world, as **Ian Wright, Managing Director of Tribe Global**, highlights: “It is a pleasure to have ad agents onboard, as it is a strong and personable player that has mastered the entire spectrum of performance marketing services. In consideration of its operative excellence and many years of experience, ad agents is also in a prime position to strategically consult and further develop brands. These skills are highly valuable to our network, and we are looking forward to cooperating in the future.”



Wolfgang Schilling, founder and managing director of ad agents, is delighted to have the opportunity to become part of this exclusive community: “Tribe Global pools the strengths of a wide range of different players on the market and ensures creative exchange across cultures, people and skills. We are certain that having an outside perspective will inspire us and help us to always offer the best, most comprehensive and sustainable solutions to our customers in the future. We are also looking forward to further expanding our global network.”



About ad agents GmbH: Comprehensive support, maximum transparency, outstanding expertise: these are the ingredients with which ad agents inspires its renowned customers. The online and performance agency is part of the listed ad pepper media group and has been managing digital advertising measures across all channels since 2006 strictly according to their maxim: best performance. ad agents' roughly 100 experts employ innovative technologies in successfully further

developing domestic and international brands, most of which are based in the German-speaking world. In addition to strategic Omnichannel consulting, its portfolio includes services such as SEA, SEO, Amazon Services (SEO & SEA), Affiliate Management, Display & Programmatic Marketing, Social Media Advertising, Product Data Management and Analytics.

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