

## SouthernX and nugg.ad announce partnership

SouthernX has partnered with nugg.ad to provide real-time technology for audience targeting and data management. Powered by machine learning, the technology enables nugg.ad partners to deliver target group-specific digital advertising for display, video and mobile advertising for both direct sales and programmatic platforms. Advertisers and publishers also benefit from being able to analyse user groups and behaviour; and therefore make informed decisions on their buying or selling strategy.

For more information, visit [www.nugg.ad/en/](http://www.nugg.ad/en/)

For more, visit: <https://www.bizcommunity.com>