



Press release, 15th September, 2022

## **Specsavers Australia has chosen a Danish Start-Up as their Digital Marketing Software**

*The Danish start-up AdPlenty recently signed their first Australian Customer*

AdPlenty will assist Specsavers in automating their local marketing efforts, and Specsavers will now be able to track and improve local marketing across all of their stores in Australia. AdPlenty is eager to demonstrate the impact of hyper-localized marketing in a new market now that their service has been launched globally.

*"We are excited to announce that we have just signed our first Australian customer, and we are happy to see how multi-location chains continue to prioritize localized marketing, and that we can assist them in allocating resources and automating their digital marketing processes."*

- Susan Poulsen, CEO AdPlenty

AdPlenty's multi-location marketing software will assist Specsavers with their local presence and will allow local franchise owners to focus on what is truly important: *adapting to their local target market*. Local businesses can finally use marketing to adapt to changing market conditions with AdPlenty's self-service tool.

With this expansion, Specsavers Australia will be able to:

- Synchronize and automate their digital marketing across multiple locations across the country
- Stores, regions, and even countries can all collaborate digitally on a single platform
- Overcome obstacles to their marketing objectives and optimize team resources in every location

*"We are very excited to see how AdPlenty can assist us in synchronizing and optimizing our digital local marketing across all of our Australian stores"*

- Jodie-Marie Preddy (She/Her), Digital Performance Manager, Specsavers Australia

**Press contact:** Cecilia Hedvig Sveen, Customer Success Manager, +45 2625 5875, [cecilia@advative.io](mailto:cecilia@advative.io)