



## **Perion Network to Participate in the Needham Virtual AdTech & CTV Measurement Conference on July 14, 2022**

July 11, 2022

*Daniel Aks, President of Undertone, and Laura Salant, General Manager, Insights, will Participate in a Fire-Side Chat with Laura Martin from Needham*

TEL AVIV, Israel & NEW YORK--(BUSINESS WIRE)--Jul. 11, 2022-- [Perion Network Ltd.](#) (NASDAQ:PERI) a global advertising technology company that delivers holistic solutions across the three main pillars of digital advertising – ad search, social media and display / video / CTV advertising – announced today that it will participate in the *Needham Virtual AdTech & CTV Measurement Conference* on July 14.

Daniel Aks, Undertone's President and Laura Salant, General Manager, Insights, will participate in a fire-side chat titled: *The Future of Measurement*.

The fire-side chat will be webcasted live on July 14 at 11:00-11:45 AM Eastern Time. A live webcast of the event will be available on the company's website and can be accessed by clicking <https://wsw.com/webcast/needham125/peri/2252448>. A replay of the fire-side chat will be available on our [website](#).

### **About Perion Network Ltd.**

Perion (Nasdaq:PERI) is a global technology company that delivers holistic strategic business solutions that enable brands and advertisers to efficiently "Capture and Convince" users across multiple platforms and channels, including interactive connected television – or iCTV. Perion achieves this through its Synchronized Digital Branding capabilities, which are focused on high impact creative; content monetization; its branded search network, in partnership with Microsoft Bing; and social media management that orchestrates and optimizes paid advertising. This diversification positions Perion for growth as budgets shift across categories.

### **About Undertone**

Undertone creates memorable ad experiences by thoughtfully orchestrating solutions across video, advanced TV, rich media, and social, to drive unmatched brand lift and audience engagement on virtually every screen, and every device. Their award-winning creative team uses the company's 20 years of experience, and billions of impressions worth of data to intelligently craft campaigns that can drive full-funnel KPIs while making meaningful connections with the 200M+ unique users they can reach every month. Undertone brings the art and science of advertising together to intelligently craft campaigns that uplift consumers, brands, and publishers alike. Visit [undertone.com](https://undertone.com) to learn more.

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