



## Rubicon Project Selected By DigitasLBi To Power Guaranteed And Non-Guaranteed Orders

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**Move Signals Industry's Continued Embrace of Rubicon Project's "Powerful and Effective Technology" Solutions to Maximize Media Efficacy**

LOS ANGELES, March 12, 2015 /PRNewswire/ -- [Rubicon Project](#) (NYSE: RUBI), a global technology company leading the automation of advertising, announced today that [DigitasLBi](#), a global marketing and technology company, is expanding its adoption of Orders technology and has selected Rubicon Project's industry leading technology to automate guaranteed media buys across the agency.



DigitasLBi becomes the first agency to integrate the 'full-stack' of automation technology, incorporating both Orders and Auctions solutions, and will start in North America this March before rolling out globally later this year.

Rubicon Project's Guaranteed Orders is the first in the industry to provide automated guaranteed advance purchase of premium inventory in a private marketplace directly connecting buyers and sellers. Rubicon Project engineered and unveiled the product publicly during its 2015 Automation Summit in February. Guaranteed Orders brings premium buyers and sellers together to seamlessly plan, negotiate and execute high-value and high-impact sponsorships and brand advertising campaigns.

"The need to provide value and efficiency to our clients is critical," commented Baba Shetty, Chief Strategy & Media Officer for DigitasLBi North America. "Rubicon Project's Orders platform gives us a powerful and effective technology to discover and purchase inventory through Auction and Orders."

"We are thrilled to be expanding our fantastic relationship with DigitasLBi as they become the first agency to utilize the full-stack of Orders and Auctions technology to maximize media efficacy on behalf of their clients," commented Gregory R. Raifman, President, Rubicon Project.

### About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. [www.RubiconProject.com](http://www.RubiconProject.com) [@RubiconProject](#)  
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