



Press release  
Paris, November 24, 2020

# Qwant enriches its advertising offer cookieless

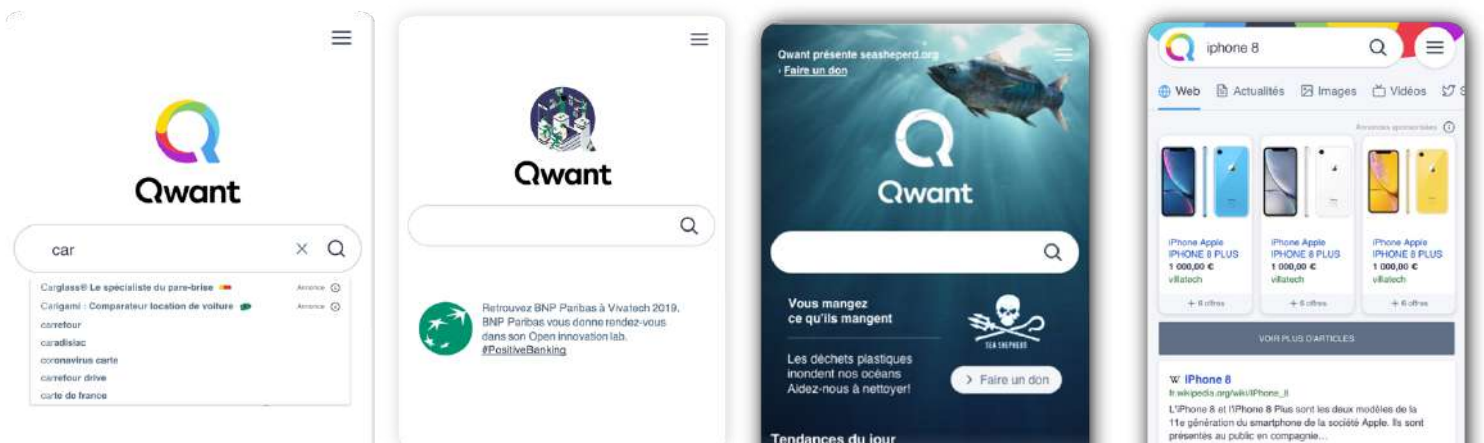
**Qwant**, the European search engine that respects the privacy of its users, unveils an enriched advertising offer aimed at all advertisers wishing to boost their visibility among a unique audience.

**Zoom on Qwant Advertising**, a complete offer with rich formats, operated in-house and adapted to the needs of agencies and advertisers.

## Devices tried and tested by major brands

BNP, Boursorama, Renault, CDiscount, FNAC, Darty, Décathlon, Atout France, Arte... and many others already trust Qwant. Qwant has designed, for advertisers and agencies, an offer adapted to the needs of visibility in order to capture a maximum of audience.

Jean-Robert MAMIN, Chief Revenue Officer (CRO) at Qwant said: **"Everyone has been relying on AdWords for the past 15 years and there is a bitter war going on. We believe there are other ways to address the Internet user, while respecting their privacy. Today, we offer a set of solutions in a branding approach as well as formats that allow us to accompany this potential customer from end to end until the act of purchase. We are moving forward with our own in-house products and very soon with strategic partners. »**



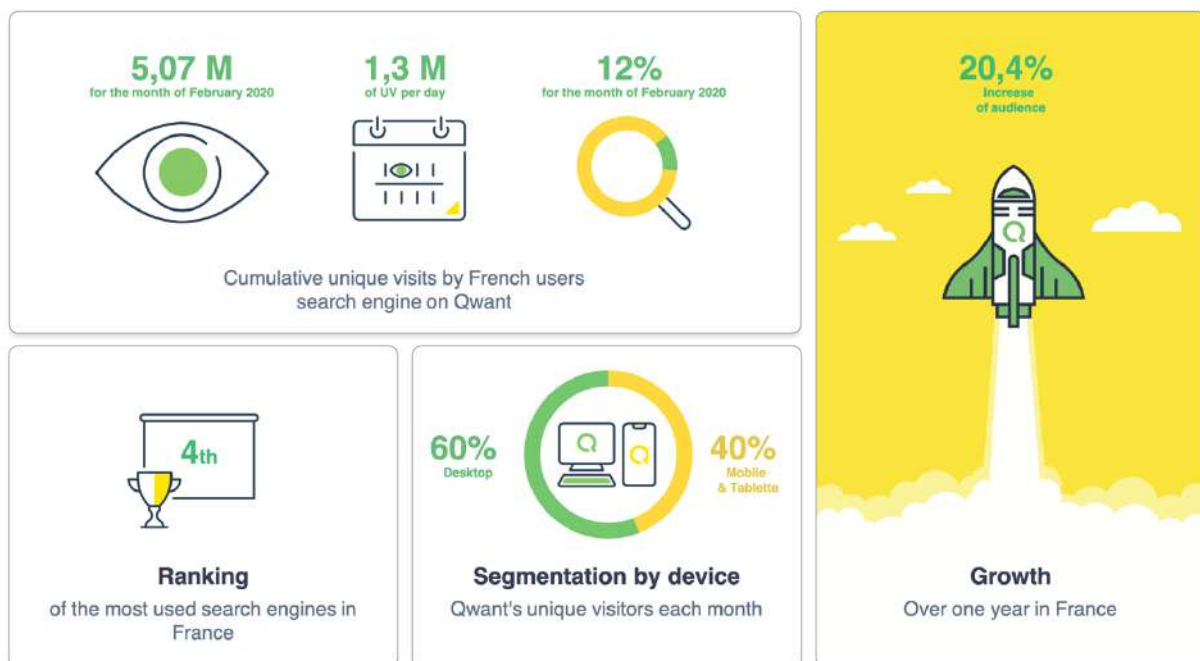
## Several formats are available to the advertiser

- **Brand Suggest:** a device for highlighting the advertiser from the first characters entered in the search bar.
- **Qwoodle:** associate the brand with its values, in an animation that points to its advertising campaign.
- **Flag:** a visual, a teaser and a call to action under the search bar, in the middle of the home page.
- **Page make-up:** an advertiser, brand or product associates its values with those of Qwant on the home page to guarantee qualitative and responsible advertising.
- **AD Text:** an advertisement in the search results, offered at cost per click by Qwant.
- **PreRoll Video:** an ad that appears before the video on video result, *instant answer*, or *playlist*.
- **Sponsored content tile:** highlighting of editorial content.
- **Brand Premium:** a dedicated insert, personalized content and quality call to action.
- **Shopping Ads:** showcase highlighting the brand's products as soon as the intention to purchase is detected.
- **Video display:** a video tile in full view that nests on the home page.
- **AD Image & Text:** insert dedicated to the brand and its offer that matches the contextual searches of Internet users to generate more traffic to sales sites.

## Why choose Qwant?

### + 5 million Unique Visitors

12% of French Internet users used Qwant in February 2020



## About Qwant

Designed and developed in France, Qwant is the first European search engine to have its own Web indexing technology, which protects the privacy of its users. Unlike the main search engines on the market, Qwant does not install any cookies on the user's browser, does not try to find out who they are or what they are doing, and does not keep a history of requests made. With a friendly interface that leaves a large place for results, Qwant allows users to find the information they are looking for efficiently across the Web and social networks, with total neutrality. Qwant treats all indexed sites and services without discrimination, without changing the order of results according to its own interests or the user's sensitivities.

For more information: <https://www.qwant.com>

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