



NEWS RELEASE

Entravision Acquires Playback Rewards' Technology and Product Assets to Accelerate Adwake's Performance Offering

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The acquisition strengthens targeting capabilities to drive customer loyalty and higher ROAS.

LOS ANGELES--(BUSINESS WIRE)-- Entravision Communications Corporation ("Entravision"), a leading global advertising, media, and technology company, today announced it has acquired **Playback Reward's** core technology, platform, and product IP assets. These assets will be integrated into Adwake, Entravision's performance advertising business, to accelerate the development of its loyalty rewards platforms, in order to expand value for advertisers focused on customer retention and Return On Ad Spend (ROAS)

"This acquisition strengthens our performance offering at a time when advertisers are prioritizing efficiency, measurable outcomes, and long-term value," said Michael Christenson, Chief Executive Officer of Entravision. "By integrating Playback's technology into Adwake, we are enhancing our ability to deliver scalable customer loyalty solutions with improved targeting and performance optimization for brands."

As advertisers shift budgets toward models that emphasize user retention and higher ROAS, Adwake's loyalty rewards platforms are designed to connect precise targeting with measurable outcomes — ensuring brands reach users who not only convert, but remain engaged.

"Brands are no longer focused on short-term acquisition," said Emre Atalay, Chief Executive Officer of Adwake. "Playback's technology strengthens our targeting and optimization capabilities, allowing advertisers to reach the right users at the right moment and drive deeper engagement over time."



The Playback assets will be incorporated into Adwake's Rewarded & Loyalty advertising roadmap, supporting faster product innovation and expanded campaign capabilities across mobile environments.

Stanimir Kolev, General Manager for Rewarded Platforms at Adwake, added, "Playback's technology and product assets significantly improve our ability to identify high-intent users and optimize campaigns toward long-term value, which translates into better retention, higher ROAS, and a more meaningful value exchange between brands and users."

About Adwake

Adwake is a tech-enabled services company powered by Entravision. At Adwake, we place cutting-edge technology and quality service at the heart of our approach to effectively find, connect and engage with your ideal customer across every screen.

About Entravision

Entravision (NYSE: EVC) is a global ad-tech, media, and marketing solutions company offering consumer engagement products through a dynamic range of digital and media options. Our state-of-the-art and proprietary ad technology business provides programmatic and strategic services to advertisers and app developers on a global basis to help clients expand their business locally or globally. Shares of Entravision Class A Common Stock trade on the NYSE under the ticker: EVC. Learn more about us at [entravision.com](https://www.entravision.com).

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