

Alexia Danan to Present DMEXCO Worklab on How Adtechs can Leverage Currencies to Boost Profit Margins

London, September 4, 2019 -- Kantox, a leader in FX management and payment solutions for businesses will hold a Worklab at leading Digital Marketing Conference, DMEXCO, in Cologne, Germany, on September 11. The session will explain in practical terms, how [adtech companies](#) can become more profitable by leveraging foreign currencies to drive growth.

The Worklab, 'How adtechs can leverage local currency offerings to increase profit margins', will focus on the value that currencies provide businesses and the innovative AI-driven technology needed to automate the currency risk management process.

Senior FX Specialist, Alexia Danan, who will host the session, says, "As the industry becomes increasingly global, many adtech players are seeing the benefits of incorporating local currency payouts and moving away from a fully dollarized offering.

"Kantox has helped many adtech companies optimise their currency management and add additional revenue streams by using currencies in a smart way. I'm looking forward to presenting a session which demonstrates the value currencies provide, through increased profit margins and greater competitiveness," affirms Danan.

DMEXCO attendees can register for the session in Worklab 2 at 4pm, September 11, [here](https://finance-insights.kantox.com/dmexco-2019): <https://finance-insights.kantox.com/dmexco-2019>

Representatives from Kantox can be found in the **International Lounge, Stand E068 in Hall 6.1 at DMEXCO**.

About Kantox

Kantox is a leading fintech company building software solutions that help businesses to overcome complex FX challenges and leverage foreign currencies for growth. Kantox's expertise and solutions allow businesses to capture FX exposure data and automate their hedging, payment and collection processes. Over 3,900 clients in 70 countries trust Kantox with their payment and currency management needs.

The company is headquartered in London and authorised by the Financial Conduct Authority (reference number 580343). For more information, visit www.kantox.com, [@Kantox](#) or [LinkedIn](#)

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