

Kantox to Launch Adtech Report at Digital Marketing Conference DMEXCO

London, September 9, 2019 -- Kantox, a leader in FX management and payment solutions for businesses is launching an innovative 18-page report, ***The Role of Foreign Currencies in Digital Advertising*** at leading digital advertising event, DMEXCO, in Cologne, Germany. The report takes a closer look at the important role of currencies within adtech.

Kantox Senior FX Specialist, Alexia Danan, will hold a Worklab on September 11 which explains how [adtech firms](#) can become more profitable by leveraging foreign currencies to drive growth, where all participants will receive a copy of the new report.

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>

Kantox's client portfolio includes supply-side platforms (SSPs), demand-side platforms (DSPs), ad networks and ad exchanges. As Kantox **COO and Cofounder, Toni Rami**, explains, all have benefited from embracing currencies and automating their FX risk management strategy:

"In this modernised landscape, efficient currency management can be a game-changer for companies looking to remain competitive whilst protecting their profit margins. This is especially the case in the adtech industry, where businesses price dynamically and deal with high volumes of small, real-time transactions.

"After setting up efficient micro-hedging strategies using our FX risk management software, many clients have reported an increase in profits and are overall less concerned about market movements negatively impacting their business," affirms Rami.

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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