

Self Serve CTV Ad Platform; Vibe Raises \$6.35M Seed Round

Vibe.co raises round to make TV advertising accessible to every business

CTV advertising platform Vibe.co announced a \$6.35M seed round, just three months after releasing their ground-breaking self-serve feature - the first and only in the industry. This new fundraising round will allow Vibe.co to further its reach in the US market and deepen its commitment to open up TV advertising to all businesses, large and small.

The round is led by Elaia partners and a dynamic group of adtech veterans.

“At Elaia, we had already supported Vibe’s founders - Arthur Quérou and Frank Tetzlaff - in their previous venture (KMTX); and we are delighted to pursue with an investment in this new company. Bringing access to TV and CTV advertising to new types of announcers (e.g. D2C brands, gaming industry) is critical and projects a huge market opportunity. We are very excited about this self-serve CTV Ad Platform to address the US market and strongly believe in its strong potential.” said Pauline Roux, Partner at Elaia.

Why such a large investment? Connected TV is becoming a standard advertising channel for every business and Vibe.co is providing the most simple and accessible TV ad platform for any business size. The company is already used by over a hundred advertisers across the U.S. and is on track to hit over a thousand by next year.

Vibe.co CEO and co-founder, Arthur Querou, has never had much patience for the unnecessary complexity of the digital media buying experience, and has been fighting against it for the last 15 years. First as a teenage hacker, then with Motionlead (creator of playable ad units and now part of [Adikteev](#)) and with his most recent company, [KMTX](#), a 100% automated performance trading desk leveraging semantic data (which sold to [Seedtag](#) in July).

Already an advertising ecosystem outlier since it focuses exclusively on CTV performance advertising (instead of a suite of tools requiring complex account management), Vibe.co is pushing the envelope further by taking on the challenge of radically democratizing the ad buying process.

That’s why the Vibe.co self-registration feature, allows marketers to go live on TV in under 5 minutes with:

- No budget constraints
- No contract processing delays
- Access to over 400 CTV apps and channels
- Precise targeting
- Real-time reporting
- Low CPMs (30% cheaper than market average)

Vibe.co was in beta for over a year before opening up to self registration in June, and is already a successful performance channel for major clients like Scopely, AdoreMe, and Blink Fitness while partnering with leading measurement companies like Adjust and AppsFlyer to measure incremental reach, app installs, on-site traffic, and more.

“TV is one of the most effective and scalable advertising channels but has been exclusively used by F500 companies so far due to complexity and budget requirements. CTV & OTT is a game changer and Vibe

will be the enabler for a new generation of companies, entrepreneurs and innovators to finally leverage the power of TV.” says Querou. “The process should be simple enough for anyone to access it, and the reporting should be clear and reliable enough that large enterprises get the granular data they need while SMBs can confidently invest their smaller budgets in a new media channel,” he continues.

About Vibe.co: Founded in 2021 by Arthur Quérou and Frank Tetzlaff, Vibe.co is a CTV & OTT advertising platform and the first in the market to open the platform up for self serve to companies large and small.

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