

Global Vision 2024 | TAKORP Leads a New Era in Advertising Alliances

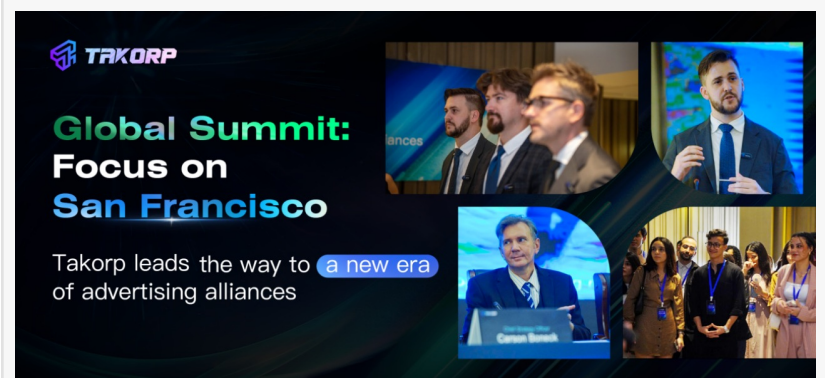
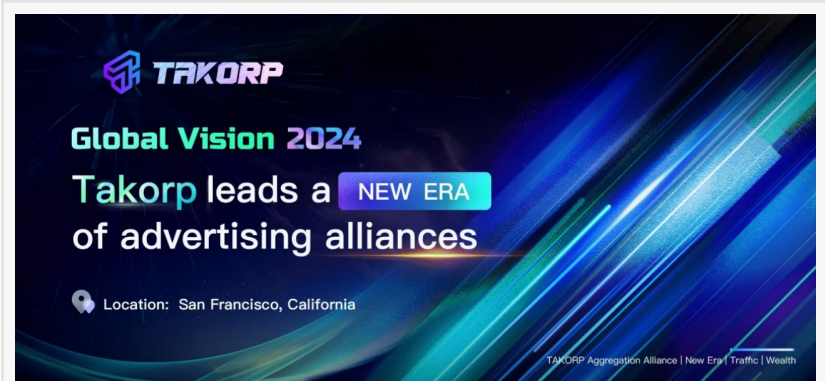
CALIFORNIA, SAN FRANCISCO, USA, August 14, 2024 /EINPresswire.com/ -- Recently, TAKORP held a grand press conference in San Francisco themed "TAKORP Global Vision: Leading a New Era in Advertising Alliances." This event brought together industry elites and media representatives, fully showcasing TAKORP's significant achievements and future plans in the advertising alliance ecosystem.

In today's era, where traffic is king, the advertising industry is undergoing unprecedented changes. In 2023 alone, global advertising market revenue reached \$826 billion, with a projected compound annual growth rate of approximately 15% from 2024 to 2032.

What is TAKORP?

TAKORP is a pioneering intelligent advertising application platform founded in 2019 and headquartered in California, dedicated to driving growth and innovation in the app industry. Its core business is to help major brands increase sales through close

partnerships with industry giants. TAKORP aims to become a leader in smart app advertising. By integrating various ad networks such as Google and Rakuten Advertising, TAKORP provides users with an efficient traffic monetization platform, helping them maximize their use of traffic resources to achieve business goals. TAKORP redefines the essence of advertising.



The key attendees at this press conference included TAKORP's Chief Information Security Officer Siddhartha Bhargava, Chief Legal Officer Chris Weltzer, Chief Product Officer Tarek Rizk, and Chief Strategy Officer Carson Boneck. Here are the main highlights from the conference.

Innovation Driven: Building and Optimizing the Traffic Ecosystem

During the conference, Chief Information Security Officer Siddhartha Bhargava elaborated on TAKORP's core position in the advertising alliance ecosystem and its commitment to continuous innovation. The traffic economy is a new economic form in the digital age, emphasizing commercial value through attracting user traffic. Whether in online gaming, social media, or content creation platforms, traffic is the cornerstone of their survival and development. In the TAKORP advertising alliance, we are not just advertising; we are shaping the future "traffic ecosystem." We believe that continuous innovation and collaboration can bring more opportunities and possibilities to the brand industry.

During the conference, TAKORP revealed its 2024 financial highlights, showcasing double-digit growth in both revenue and profit, demonstrating a robust financial position. The company also successfully completed a significant round of financing, injecting strong momentum for future business expansion and technological innovation. This funding will be used to increase R&D investment, market expansion, and internal management optimization, further solidifying TAKORP's leading position in the advertising alliance field.

Chief Legal Officer Chris Weltzer emphasized that the company will drive technological innovation through increased R&D investment, expand markets to enhance brand awareness and market coverage, and optimize internal management to improve operational efficiency. In the future, we will continue to enhance market competitiveness by continuously optimizing business structures, strengthening technological innovation, and deepening industry cooperation to achieve more brilliant achievements.

Future Layout: The Advent of the Advertising Aggregation Alliance

The core segment of the conference was the establishment of the TAKORP alliance and a discussion on the future of the advertising alliance industry. This alliance will integrate high-quality advertising resources, platforms, merchants, and brand owners globally. Through precise targeting and resource sharing, it will achieve efficient allocation of advertising budgets and maximize return on investment (ROI), improving the efficiency and accuracy of ad placements and promoting industry transformation and upgrading. Alliance members will share advertising revenue, form close cooperation, and jointly promote the prosperity and development of the advertising alliance.

Review of Development History and Future Prospects

Chief Strategy Officer Carson Boneck shared the glorious history and future blueprint of TAKORP since its establishment in 2019. As a leader in the advertising field, TAKORP has achieved remarkable results in FinTech, stock trading, and online gaming. TAKORP plans to gather the best global advertising resources in the next year to form a robust advertising ecosystem.

The plan within three years is to establish strong advertising alliances in the Americas, Europe, Central Asia, and Southeast Asia, successfully expanding business to every corner of the globe. Within five years, TAKORP aims to achieve a market share of over 15% in the industry, becoming a global leader in the advertising field and expanding into AI, finance, health, and other industries.

IPO Plans: Accelerating Expansion and Market Layout

TAKORP also revealed plans to accelerate its strategic goals through an initial public offering (IPO), leveraging the power of the capital market to further accelerate the company's long-term development. This will be a significant milestone in the development of the TAKORP advertising alliance, laying a solid foundation for the company's long-term development, enhancing brand awareness and market influence, and creating greater value for the advertising industry. As the press conference concluded successfully, we see broader development space for the advertising field, traffic economy, and streaming media advertising.

We believe that TAKORP's innovation and sincerity will bring more opportunities and returns to users and partners. The company's strategic layout and innovation will continuously drive the development and transformation of the advertising industry, making the TAKORP advertising alliance an indispensable part of the future business ecosystem.

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