



**KIDOZ Inc.**

Hansa Bank Building, Ground Floor  
Landsome Road, The Valley  
AI 2640, Anguilla, BWI  
Ph: +1 888-374-2163  
Fax: +1 604-694-0301

## **Kidoz Partners with Singular to Provide Kid-Safe Attribution**

ANGUILLA, B.W.I., June 28, 2021 – Kidoz Inc. (TSXV:KIDZ) (the "Company"), mobile AdTech developer and owner of the market leading KIDOZ Contextual Ad Network ([www.kidoz.net](http://www.kidoz.net)) and the Kidoz Publisher SDK, is pleased to announce a new partnership with Singular ([www.singular.net](http://www.singular.net)), a leading marketing analytics and attribution platform, to measure user acquisition and unify marketing data in the kid-safe mobile market.

The challenge is to enable app developers and marketers to spend intelligently on campaigns to acquire new installs for their apps in a fully compliant and kid-safe way. Singular and Kidoz, both certified by PRIVO and compliant with all COPPA and GDPR regulations, have partnered to enable Singular's privacy-compliant child-safe attribution product with Kidoz's Contextual Ad Network. Employing Singular's COPPA-compliant measurement, Singular and Kidoz can provide campaigns that are tabulated and attributed properly for clients & publishers.

Kidoz Co-CEO Eldad Ben Tora recently sat down with Singular's John Koetsier, to talk about kid-safe marketing and the potential for app install campaigns on the Kidoz network with Singular attribution enabled. The interview in its entirety can be viewed here:

<https://www.singular.net/blog/kid-safe-attribution-skadnetwork/>

"The demand for kid-safe attribution is rapidly growing," said Eldad Ben Tora, Co-CEO of Kidoz. "Previously app owners that were looking to optimize their user acquisition budget were limited in their ability to track the value of different traffic sources. Via our partnership with Singular, every advertiser can now correctly attribute installs and understand the value of each source without compromising the privacy and security that users, advertisers, and publishers expect from Kidoz. Singular is a leader in marketing analytics and attribution and this partnership expands the possibilities of kid-safe marketing."

"Singular is committed to enabling the best marketing analytics for our customers and connecting to the leading COPPA network Kidoz with our COPPA-compliant measurement solution is a perfect match," said Susan Kuo, Co-founder & COO of Singular. "Connecting with Kidoz provides Singular customers with a new option for reaching children and families in a secure and private way and we look forward to building our business relationship together."

### **About SINGULAR**

Singular ([www.singular.net](http://www.singular.net)) is a marketing analytics and attribution platform that unifies marketing data, giving marketers actionable insights from previously siloed data sets. By connecting upper funnel marketing data with lower-funnel attribution data, marketers can measure ROI from every touchpoint across multiple channels and optimize spend down to the most granular levels. Singular currently tracks over \$10 billion in digital marketing spend to revenue and lifetime value across industries including commerce, travel, gaming, entertainment, media, and on-demand services. Singular is backed by Norwest Venture Partners, General Catalyst, Thomvest Ventures, Method Capital, Translink Capital, DCM and Telstra Ventures.

### **About KIDOZ INC.**

Kidoz Inc. (TSXV:KIDZ) ([www.kidoz.net](http://www.kidoz.net)) owns the leading COPPA & GDPR compliant contextual mobile advertising network that safely reaches hundreds of million kids, teens, and families every month. Google certified and Apple approved, Kidoz provides an essential suite of advertising technology that unites brands, content publishers and families. Trusted by Disney, Hasbro, Lego and more, the Kidoz Contextual Ad Network

helps the world's largest brands to safely reach and engage kids across thousands of mobile apps, websites and video channels. The Kidoz network does not use location or PII data tracking commonly used in digital advertising. Instead, Kidoz has developed advanced contextual targeting tools to enable brands to reach their ideal customers with complete brand safety. A focused AdTech solution provider, the Kidoz SDK and Kidoz Programmatic network have become essential products in the digital advertising ecosystem.

The Private Securities Litigation Reform Act of 1995 provides a "safe harbor" for forward-looking statements. Certain information included in this press release (as well as information included in oral statements or other written statements made or to be made by the company) contains statements that are forward-looking, such as statements relating to anticipated future success of the company. Such forward-looking information involves important risks and uncertainties that could significantly affect anticipated results in the future and, accordingly, such results may differ materially from those expressed in any forward-looking statements made by or on behalf of the company. For a description of additional risks and uncertainties, please refer to the company's filings with the Securities and Exchange Commission. Specifically, readers should read the Company's Annual Report on Form 10-K, filed with the SEC on March 31, 2021, and the prospectus filed under Rule 424(b) of the Securities Act on March 9, 2005 and the SB2 filed July 17, 2007, and the TSX Venture Exchange Listing Application for Common Shares filed on June 29, 2015 on SEDAR, for a more thorough discussion of the Company's financial position and results of operations, together with a detailed discussion of the risk factors involved in an investment in Kidoz Inc.

For more information contact:

Henry Bromley

CFO

[ir@kidoz.net](mailto:ir@kidoz.net)

(888) 374-2163