



fifty-five accelerates its presence in Asia with the opening of an office in Taipei

fifty-five is boosting its international development and announces the opening of an office in Taipei. This new office will allow the data company to provide close support to its international and local clients who wish to deploy data-driven marketing strategies.

April the 30th: After Paris, London, Hong Kong, New York, Shanghai, Geneva and Shenzhen, the data company fifty-five continues to expand its footprint in Asia and announces the opening of an office in Taipei. Founded in 2010, fifty-five has always aspired to a global presence to better serve its clients, and therefore focused on expanding in major cities around the world.

Since the 1960s, the economic and social development of Taiwan have grown by leaps and bounds. It ranks among the “Four Asian Tigers” and was among the advanced economies in the 1990s. As a global electronics hub, Taiwan is home ground to some of the world's leading global consumer brands such as Asus, HTC and Giant Bicycles. With high-end universities and strong investments from tech giants such as Google, Amazon Web Services, IBM, Yahoo, or Microsoft who has installed an R&D center in AI, Taiwan intends to compete with the most advanced markets in terms of digital transformation and innovation.

“In addition to renowned global brands, Taiwan is actually a fairly large consumer market, and companies - advertisers and publishers alike - are putting more resources in digital transformation initiatives. Demand for our strategic guidance and expertise across the whole value chain of data is at an all-time high, making it the perfect timing to open an office and offer a much-valued local service.” says Cedric Delzenne, Managing Director of fifty-five for Hong Kong, Taiwan and South-East Asia.

The fifty-five Taipei office is located in Chongqing South Road, Zhongzheng District of Taipei, where a lot of technology startups are based.

About fifty-five

fifty-five, the data company

As a part of You & Mr Jones, the world's first brandtech group, fifty-five is a data company that helps brands collect, analyze and activate their data across paid, earned and owned channels to increase their marketing ROI and improve customer acquisition and retention. Headquartered in Paris with offices in London, Hong Kong, New York, Shanghai, Geneva, Shenzhen and Taipei, the data company was named by Deloitte as one of the fastest-growing tech firms in Europe, owing to its unique approach that blends consulting, operational and technology expertise.

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