SPANISH ADTECH OPTIMA RANKED IN THE FASTEST GROWING COMPANIES OF 2024

Optima has been recognised by the Financial Times and Statista as one of Europe's fastest growing companies in 2024.

The Spanish company has been a pioneer in Advertising Technology for years. This recognition by the Financial Times and Statista has been granted to Optima for a second consecutive year, after being recognized in the same ranking in 2023. The continued growth is due to Optima's international expansion into key markets, notably the United States. Headquartered in the heart of Barcelona, and with new offices in New York and Los Angeles, Optima delivers value to both publishers and advertisers globally.

"Advertising is an increasingly complex industry, changing every quarter. Optima's continued growth is a testament to our team's dedication to consistently delighting our customers. I'm proud to still be at the helm of this company I founded 10 years ago, and work in an industry that I love." said Sergio Escoté, CEO.

Whether it's a move from third-party data to first-party data, being ahead of the curve in programmatic, preparing for a new cookieless world, or adapting to increased usage of ad blocking solutions, Optima prides itself in removing the hassle. Its publishers can count on revenue streams that are optimized and predictable, so they can continue doing what they do best: inform and entertain global consumers.

Business development efforts are led by Roger Juntilla, an industry veteran with experience leading strategic growth initiatives for companies such as Advertising.com, Criteo, Qualia, Insticator, and Duration Media.

Optima's growth, as shown in this Financial Times ranking two years in a row, comes at a great time for the company, as it's preparing to launch new products, leveraging its leading role in the industry.
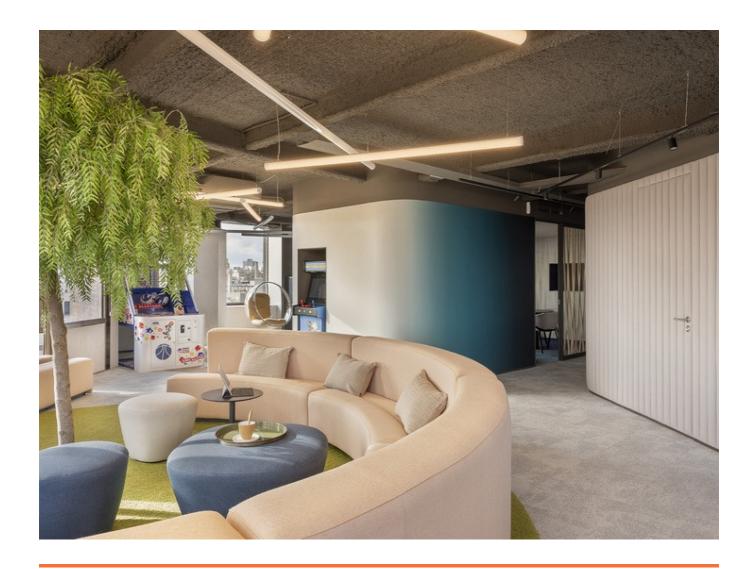
Press release distributed by Wire Association on behalf of Optima, on Dec 7, 2025. For more information subscribe and   follow us.

Media Assets

Images

Optima

Newsroom: https://wireassociation.eu/newsroom/optima
Website: https://optimanetwork.com
Primary Email: press@optimanetwork.com

Social Media

Es - https://es.linkedin.com/company/optimanetwork