



## **KIT Global Shares a Forward-Thinking Approach to Diversity in Performance Marketing, Tailoring LGBTQ+ Inclusivity**

*Empowering Businesses to Seamlessly Access and Analyze Performance Marketing through KIT's groundbreaking Two-Sided [Marketing Platform](#)*

**Lisbon, Portugal - 14 November 2023** - Pavel Yurovitskiy, CEO of KIT Global, award-winning entrepreneur and expert in the world of performance marketing, took center stage at the *prestigious Web Summit 2023* to share insights about diversity within the industry. With a deep commitment to creating a more inclusive and equitable landscape, Pavel delivered an inspiring and insightful talk that shed light on the importance of diversity as a catalyst for innovation and growth in the field of performance marketing. Pavel is steering the organization in this direction through KIT Global's revolutionary Two-Sided Marketing Platform that goes beyond conventional success. It's a bridge connecting diverse voices and perspectives in the marketing industry, including the LGBTQ+ community.

The company's inception in 2022 was rooted in a simple yet powerful belief: *that all marketers, regardless of size or location, should have access to cutting-edge technological solutions for digital audience engagement and performance marketing*. Inclusive marketing transcends mere trendiness; it is imperative. **Notably, tech industry leaders have yet to fully embrace inclusive targeting options** – for instance, the ability to engage nonbinary users where the potential benefits are substantial. In an era where brands must transcend boundaries and connect with an ever-diversifying global audience, KIT Global acknowledges that true marketing excellence can only be achieved through a diverse and inclusive approach.

**Pavel Yurovitskiy, CEO of KIT Global said**, “In this era of rapid change and digital outreach, we are charging forward in demonstrating that inclusivity is not only a moral imperative but also the path to marketing excellence. Our organization is dedicated to fostering an environment where everyone feels represented, respected, and valued—and this has been embedded into our way of business. Diversity and inclusion in performance marketing are crucial aspects of creating effective and responsible advertising campaigns. While some progress has been made, there is still room for improvement in the tech industry's approach to inclusive targeting, particularly with regard to engaging nonbinary users and the LGBTQ+ community. By doing so, we can not only tap into new markets and customer segments but also contribute to a more inclusive and equitable digital landscape while aligning with evolving societal norms and values.”

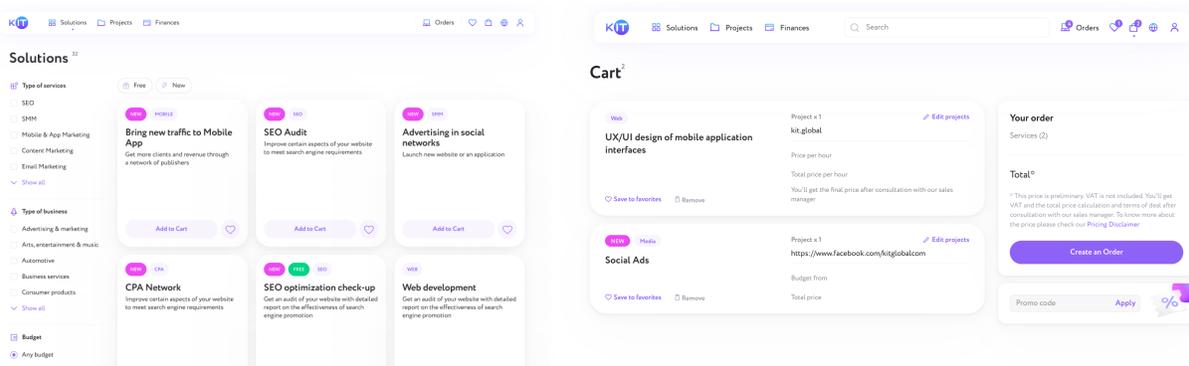
### **Unlocking Success Through Diversity: Powering Two-Sided Marketing Platform**

KIT Global's Two-Sided Marketing Platform provides companies with access to a rich array of performance marketing and audience engagement tools at no extra cost. The platform is not only a catalyst for cross-industry best practices but also a tailor-made solution for specific marketing challenges, accommodating budgets and strategies at every level. With a diverse array of 34 marketing products, KIT Global platform's [marketplace](#) demonstrates its commitment



to expanding product offerings and solutions, ensuring that diversity thrives within performance marketing. What sets KIT Global apart is its unwavering dedication to clients, emphasizing results first, payment later. The true game-changer is KIT Global's approach to AI in digital marketing. They focus on maximizing efficacy and effectiveness, using AI to achieve results in quality, cost, and time all at once and at every level of their client's marketing needs.

## KIT Global's Groundbreaking Performance Marketing Platform



## Featured Products & Solutions

KIT Global has a suite of tailor-made tools that will help brands engage and flourish. Businesses can now access an array of cutting-edge tools, each branded under the KIT umbrella:

- KIT Mobile: Crafted for mobile-majority populace, guaranteeing peak mobile engagement.
- KIT CPA: Demonstrates KIT's confidence, linking brand investments with tangible outcomes.
- KIT SEO: Tailored for every country's languages and search tendencies, ensuring top-tier search result placements.

KIT Global envisions a future at the forefront of technological advancements and global expansion. They aim to address the ever-increasing diversity, specialization, and complexity in the digital marketing landscape by providing tailored solutions that precisely match advertisers' needs.

“We believe that diversity is not merely a checkbox, but a wellspring of boundless possibilities. Our commitment to diversity in performance marketing, including the LGBTQ+ community, is an investment in excellence and a testament to our belief in the strength of varied voices. By embracing a wide array of viewpoints, cultures, and experiences, we're not just keeping pace with the ever-evolving marketing landscape; we're pioneering it. Our dedication to diversity is not a matter of choice; it's the cornerstone of our future success,” Pavel concludes.

For more information about KIT Global, please log on to: <https://kit.global/>

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**Note to Editor:**

Please let us know if you are interested in pursuing this story further. We are excited to facilitate an interview with Pavel Yurovitskiy and provide you with more in-depth information on the topic and our groundbreaking work.

**About KIT Global**

KIT Global was born from the belief that every marketer, regardless of their scale or location, deserves access to state-of-the-art digital engagement and performance marketing tools. With a wealth of experience spanning over two decades in digital hubs like Eastern Europe and Central Asia, we operate on a global scale, maintaining strategic centers in SEA, MENA, Europe, and the Americas, with our headquarters proudly situated in Budapest.

More than just expertise, we highly value diversity as we believe it greatly enriches our perspective. Our latest breakthrough is a two-sided platform that empowers companies to both offer and acquire cutting-edge performance marketing tools. Whether utilized independently or with the guidance of our expert team, this platform serves as a gateway to unparalleled marketing insights and tools, all without any additional cost.

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