
Fiksu Expands Data Integration, Mobile Intelligence and Targeting With New Partnerships

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eXelate and Neustar Extend Data Intelligence and Provide Access to New Mobile Audiences

BOSTON, MA--Feb 17, 2015 - [Fiksu \(www.fiksu.com\)](http://www.fiksu.com), the data-fueled mobile marketing technology company, today announced new partnerships with [eXelate](#), the leading provider of data technology that powers the digital marketing and advertising ecosystem, and [Neustar, Inc.](#) (NYSE: [NSR](#)), a trusted, neutral provider of real-time information services and analytics, that will help extend the reach and targeting capabilities of Fiksu's already massive set of data, audiences and intelligence. Fiksu's robust pool of intelligence comes from more than 8.2 trillion mobile marketing events tracked on behalf of more than 1,000 brands and apps, including Coca-Cola, Disney, Topps, Dunkin' Donuts and Groupon.

"With the massive growth of the mobile advertising industry comes a massive desire for more data and more audience targeting," said Micah Adler, CEO, Fiksu. "By partnering with industry leaders like eXelate and Neustar, we are able to scale up further and faster to meet the mobile audience-buying needs of top brands and advertiser clients."

The partnership with Neustar provides Fiksu with AdAdvisor, an audience targeting solution that when matched with Fiksu's data sets allows Fiksu to bolster its targeting capabilities with data previously unavailable on mobile. With the largest and most comprehensive repository of privacy-friendly household identifiers in the industry, Neustar boasts 220 million U.S. adults, 120 million US households and more than 16,000 consumer attributes available across consumer packaged goods (CPG), retail, autos, finance, travel, dining, media consumption and demographic categories.

"In today's world of mobile dominance, advertisers need authoritative and actionable data that allows them to reach their intended audiences with a relevant message," said Rob Gatto, SVP global sales at Neustar. "We are pleased to work with Fiksu to deliver important, real-time insights their customers can use to increase mobile ad campaign precision and effectiveness."

Fiksu is also partnering with eXelate to leverage additional consumer data for its clients. With more than 2 billion unique users worldwide, eXelate curates proprietary relationships with their online and offline data sources to

make data available through the eXelate customer data cloud™. Matching through industry-standard mobile device IDs allows Fiksu to accurately augment its existing mobile device profiles with census-level data, offline purchase behavior, household income and other information from eXelate's data marketplace. This partnership will add even more reach and audience building capabilities to the Fiksu data arsenal.

"With hundreds of millions of device IDs in common, eXelate and Fiksu are able to serve the data technology needs of a growing pool of brand advertiser clients," said Mark Zagorksi, CEO of eXelate. "By making digital experiences more relevant for consumers, we ultimately help our partners produce superior results for marketers on a massive scale."

About Fiksu

Fiksu provides data-fueled mobile marketing technology that connects brands, agencies, and app advertisers to targeted mobile audiences. Fiksu delivers up to 3x overall campaign performance improvement through the power of Fiksu mIQ™, the industry's only complete mobile marketing infrastructure that combines actionable data, programmatic reach, and ad performance optimization. This integrated system offers all the capabilities a mobile marketer needs: mobile ad tracking and attribution, audience segmentation, media buying, retargeting, optimization, and analytics. Fiksu promotes thousands of mobile apps and websites for clients such as Amazon, Disney, Groupon, Coca-Cola, Activision, The New York Times, Dunkin' Donuts, and Starcom. Additionally, Fiksu offers FreeMyApps®, the world's largest app discovery platform. More at fiksu.com and [@Fiksu](https://twitter.com/Fiksu).

About eXelate

eXelate, the leading provider of data technology that powers the digital marketing ecosystem, is working to educate, elevate, and empower marketers at a time when customer data fluency is the most important competitive advantage. The eXelate customer data cloud™ includes its highly scalable first party data-management platform, the industry's largest data marketplace featuring proprietary and branded targeting data reaching billions of global consumers and pioneering analytics solutions that leverage both, creating closed-loop real time measurement and accurate, actionable, insights. A major breakthrough in cross-platform marketing, eXelate enables marketers to engage customers across all screens and devices. As a member of the NAI, IAB, trustE, Council for Accountable Advertising, and Evidon's Open Data Partnership, eXelate adheres to privacy compliant advertising practices. For more information, please visit www.eXelate.com or follow @eXelate.

About Neustar, Inc.

Neustar, Inc. (NYSE: [NSR](https://www.nsr.com)) is the first real-time provider of cloud-based information services and data analytics, enabling marketing and IT security professionals to promote and protect their businesses. With a commitment to

privacy and neutrality, Neustar operates complex data registries and uses its expertise to deliver actionable, data-driven insights that help clients make high-value business decisions in real time, one customer interaction at a time. More information is available at www.neustar.biz.