

## Fact Sheet

*Conversant provides personalized marketing programs to connect brands to millions, one person at a time*

- 4,000 clients, including more than 400 blue chip brands, and 65 of the Internet Retailer Top 100
- Sees 80 billion online interactions daily from more than 150 million consumers across 7,000 dimensions, including web browsing, app usage, video plays, and email activity
- Delivers display ads across 3.3 million websites via 6,000 direct publisher integrations and more than 173,000 mobile apps
- Campaigns served to millions of consumers in just milliseconds
- Delivers 10-time incremental return on ad spend to clients on average
- Drives average of 5.1 million sales transactions per day
- Proprietary video technology watches and analyzes digital content that covers more than 28 million viewing hours per month
- CJ Affiliate by Conversant named by Internet Retailer as top affiliate online marketing provider
- Chief Executive Officer: Bryan Kennedy

### *Awards and Distinctions*

- Best Technology/Publishing Platform for Mobile, Mobile Mafia Awards
- Federation for Internet Alerts (FIA) shortlisted, Cannes Media Lions
- Best Marketing Platform, 2015 Eggie Awards
- People's Voice Webby Award for Advertising & Media for Public Service & Activism, 2015 and 2016