

Invite Media Helps Agencies Target Verified Audiences by Partnering with AdAdvisor from TARGUSinfo

AdAdvisor Verified Profiles and Demographics Now Available through the Bid Manager® Buying Platform to Improve Audience Targeting for Leading Ad Agencies

VIENNA, VA, November 18, 2009 — Invite Media today announced that it has integrated [AdAdvisor](#)SM targeting data from TARGUSinfo to help advertising agencies reach verified audiences through its next-generation buying platform.

Through this partnership, leading advertising agencies leveraging Invite Media's [Bid Manager platform](#) will have an opportunity to access AdAdvisor data in real-time through a streamlined web interface and apply this data against the highly liquid inventory sources of advertising exchanges.

“Media buyers want to get the control back and leverage verified audience data that they can feel and touch. This is a giant leap forward,” said Nathaniel Turner, president and co-founder, Invite Media. “The integration of the TARGUSinfo AdAdvisor audience groups changes the game and allows our customers visibility to buy audiences that will produce the highest return.”

AdAdvisor data provides a unique ability to drive scalable performance of brand advertising campaigns by helping agencies identify and reach new prospects that best resemble a company's current customers. With access to thousands of potential targeting criteria such as travel habits, investment needs and brand preferences, AdAdvisor makes it possible for agencies to discretely identify the particular group of consumers that are most likely to be receptive to brand influences and respond to a given campaign.

“The power and simplicity of Invite Media's Bid Manager platform to automatically manage and optimize in real-time cannot be overstated,” said Paul McLenaghan, Vice President, Interactive Markets, TARGUSinfo. “Agencies and advertisers are the winners here. Creating online advertising campaigns with rich predictive consumer segments will define success moving forward.”

TARGUSinfo, the leading provider of On-Demand InsightSM about prospects and customers, created the first service bridging predictive offline data and online advertising for agencies, advertisers and technology platforms. AdAdvisor segment scores and verified demographics enable the nation's top agencies, ad networks and online publishers to deliver highly relevant display advertising — in the moment they encounter each visitor.

About TARGUSinfo

TARGUSinfo, the leading provider of On-Demand InsightSM, provides unique identification, verification, scoring and location solutions that enable communication service providers, retailers, call-center operators, Web-based marketers and others to dramatically increase the quality of their services and

the effectiveness of their marketing. A privately held company, TARGUSinfo is headquartered in Vienna, Va. For more information, visit <http://www.targusinfo.com/>.

###

Contact

Rufus Manning

TARGUSinfo

703.272.6215

pr@targusinfo.com