

SymphonyIRI & Legolas Media Leverage In-Store Data for Audience Planning, Buying and Analytics

Brands Can Now Segment Custom Audiences, Buy Premium Inventory and Measure Campaigns, Based On Actual Sales Lift

CHICAGO and NEW YORK -- Consumer and market intelligence firm SymphonyIRI Group Inc. and audience marketplace developer Legolas Media have teamed up to provide brand marketers with the ability to buy online ads based on user level in-store purchase behavior – and to then use actual product sales data for ongoing return-on-investment (ROI) measurement.

The new platform allows consumer package goods (CPG) marketers to create customized audience segments, use them immediately in transparent, scalable and safe advertising buys of premium inventory on chosen websites, and then optimize their marketing campaigns on the fly. “The combination of the right audience and guaranteed access to premium inventory is very important for brand conscious CPG advertisers,” said Srishti Gupta, executive vice president, New Media Solutions, SymphonyIRI. “With the Legolas-SymphonyIRI solution, brands can not only see the impact of online advertising on offline sales, they can also continually tailor their buys to reflect ongoing changes in consumer behavior.”

“Our new combined offering allows CPG brands to accurately forecast available reach, frequency, volume and cost against such consumer behaviors as heavy category buyers and competitive buyers,” said Ran Cohen, cofounder and vice president of product, Legolas Media.

“Advertisers can supplement questionable click-through analytics with actionable measurement data such as in-store sales lift, allowing them to improve campaign strategies on an ongoing basis. The results are increased online brand effectiveness and immediate dollar efficiency.” With the new platform, Legolas Media’s audience ‘futures’ marketplace – which allows advertisers to optimize guaranteed direct buys on premium publishers – leverages data on shopping behavior from SymphonyIRI’s consumer household purchasing panel of more than 86,000 consumers.

About SymphonyIRI Group, Inc.

SymphonyIRI Group, formerly named Information Resources, Inc. (“IRI”), is the global leader in innovative solutions and services for driving revenue

and profit growth in CPG, retail and healthcare companies. SymphonyIRI offers two families of solutions: Core IRI solutions for market measurement and Symphony Advantage solutions for enabling new growth opportunities in marketing, sales, shopper marketing and category management. SymphonyIRI solutions uniquely combine content, analytics and technology to deliver maximum impact. SymphonyIRI helps companies create, plan and execute forward-looking, shopper-centric strategies across every level of the organization. For more information, visit: <http://www.SymphonyIRI.com>.

About Legolas Media

Legolas Media is an innovative online advertising marketplace that brings together buyers and sellers to effectively execute audience buys. Agencies and advertisers use the Legolas platform to drive price and performance optimization for audience buying across all inventory types. Publishers rely on Legolas to sell audiences in a direct and guaranteed manner while commanding attractive price points. Legolas is innovating audience trading by removing the inefficiencies in the current marketplace, enabling access to premium inventory and introducing unique buying tools. Legolas is led by a group of seasoned executives from the digital media industry and is backed by Greylock Partners, Valhalla Partners, Blumberg Capital and strategic investors. For more information, visit: www.legolas-media.com.
