

Korrelate Partners with TidalTV to Close the Loop Between Online Video and Offline Purchases

Leading Video Ad Company Enlists Korrelate's O2O™ Solution to Connect Ad Exposure to Offline Purchases

New York – November 15, 2011 – Korrelate, providers of the first census-based, privacy-sensitive link between digital marketing efforts and product purchases, today announced a partnership with TidalTV, giving the video advertising platform and solutions provider access to Korrelate's O2O™ (online to offline) solution.

Korrelate's privacy-safe solution helps advertisers supplement click-throughs and other CPA metrics with a census-based correlation to actual purchases. Through the partnership, TidalTV will be able to connect online in-stream video advertising to offline purchases on behalf of their automotive advertising clients, a first for the online video advertising industry.

Automotive advertising makes up one of the largest verticals in online video. Using Korrelate's O2O™ solution, these advertisers will now be able to determine how many users who view the online video ad actually purchase a vehicle, and if so, the type of vehicle purchased. Korrelate can help determine the most appropriate consumers to target and measure how exposure to a given ad directly influences purchase behavior."

"By marrying the addressable targeting capabilities of online video with the real world purchasing data provided through Korrelate, we can offer automotive advertisers the first solution that truly allows them to measure, optimize and maximize their investment in the medium," said Scott Ferber, Chairman and CEO, TidalTV. "Partnerships like the one with Korrelate showcase the exciting possibilities and tremendous power of addressable advertising, and the value that online video advertising offers marketers."

"Marketers now understand the branding power of online video and want a tool to tie digital marketing efforts to product purchases," said Curt Viebranz, CEO of Korrelate. "Our new video partner now has a resource that isn't replicated by TV. The ability to tie online marketing to offline purchases will help pave the way for the influx of branding dollars online."

About Korrelate

Korrelate's patent-pending technology provides a definitive, census-based link between ads served online and actions taken offline in a privacy safe way. Korrelate's O2O™ insights are used to optimize advertiser campaigns, enabling advertisers to focus on actual, proven purchases and not just clicks or "actions." At the same time, Korrelate maintains the highest standards of privacy and transparency to users. www.korrelate.com

About TidalTV

TidalTV is a video advertising platform and solutions provider that flawlessly connects some of the world's most powerful brands with their targeted consumers. Working with over 1,000 premier content creators and publishing partners, TidalTV has access to an online addressable universe from third-party providers, offering the ability to target precise consumer segments by

demographic, psychographic and behavioral metrics. TidalTV's industry-leading, mathematically-based consumer targeting technology guarantees that advertisers extract maximum value from every media impression, and that publishers monetize their audience most effectively. TidalTV leverages the power of consumer data and ad decisioning to increase accountability, optimize performance and deliver tangible ROI within video campaigns.

TidalTV is headquartered in Baltimore, MD, with offices in New York, Los Angeles, Chicago, San Francisco and London. For more information, visit www.tidaltv.com.

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