

**Media Contact:**  
Alison Reynolds  
781-685-6987  
[alison.reynolds@epsilon.com](mailto:alison.reynolds@epsilon.com)



## **Conversant's Work for the Federation for Internet Alerts Shortlisted at Cannes Lions**

SANTA BARBARA, CA (June 22, 2015), Conversant, the leader in personalized digital marketing, today announced that its work for the Federation for Internet Alerts (FIA), "Saving Real Lives in Real Time" made the Media Lions shortlist.

Media Lions recognizes the creative use of media demonstrated by a thorough understanding of the target audience and their relationship with the brand, innovative implementation of the strategy across the selected channels and how the media solution maximized business results for a successful outcome.

FIA leverages commercial online and mobile advertising technology to expand the reach of AMBER Alerts for the National Center for Missing & Exploited Children (NCMEC). The vision also encompasses warning people in affected areas about any kind of critical hazard.

FIA has brought more than 500 million dynamic AMBER Alert impressions to over 100 million devices during 686 abductions, driving record traffic to AMBER Alert posters on NCMEC's website that can be shared or printed to assist in locating the child. The alerts are targeted to people in the geographic area where law enforcement believes the abducted children are located. In addition, FIA has delivered in excess of 8.5 million messages for tornado warnings issued by the National Weather Service.

Media Lions winners will be announced on Tuesday, June 23 as part of the Cannes Lions International Festival of Creativity. To view the full Media Lions shortlist visit:

<http://www.canneslionsarchive.com/winners/entries/cannes-lions/media/>

For more information about FIA, visit [internetalerts.org](http://internetalerts.org), follow [@FIA\\_Alerts](https://twitter.com/FIA_Alerts) on Twitter or [like FIA](#) on Facebook.

### **About the Federation for Internet Alerts**

FIA Partners relay alerts for serious events such as child abductions or the imminent threat of a tornado or other hazard. Alerts are displayed immediately using the latest information from official authorities. FIA's emergency alerts override or overlay other online messages to display this urgent information to the areas impacted.

### **About Conversant, Inc.**

Conversant, Inc. is the leader in personalized digital marketing. Conversant helps the world's biggest companies grow by creating personalized experiences that deliver higher returns for brands and greater satisfaction for people. We offer a fully integrated personalization platform, personalized media programs and the world's largest affiliate marketing network - all fueled by a deep understanding of what motivates people to engage, connect and buy. For more information, please visit [www.conversantmedia.com](http://www.conversantmedia.com).