

Media Contact:
Alison Reynolds
781-685-6987
alison.reynolds@epsilon.com



Conversant Awarded Best Technology/Publishing Platform for Mobile During Advertising Week 2015

Takes Home a Mobile Mafia Award For Innovation in Advertising

CHICAGO, IL (September 30, 2015) – Conversant, the leader in personalized digital marketing, today announced it was awarded Best Technology/Publishing Platform for Mobile as part of the Mobile Mafia Awards, which honor the best in mobile advertising.

Conversant was presented with the Mobile Mafia Award at a dinner reception on September 28 in NYC held during Advertising Week. The Best Technology/Publishing Platform for Mobile category recognized platforms that help companies improve their business through better advertising, content delivery, measurement or content distribution and discovery. Conversant's mobile solution offers cross-device capabilities, connecting brands with their target audience on mobile with unprecedented reach and accuracy.

Conversant's deterministic cross-device matching process is driven by commerce with an industry leading 95% verified accuracy rate. On a daily basis, Conversant communicates with 155M verified consumers across an average of 3.4 devices, accurately reaching over 90% of iOS and Android users, without being dependent on device IDs or cookies.

"With 60% of digital interaction time on a mobile device and 40% on a PC, it's impossible to truly understand a consumer without one view of each individual consumer, across all digital devices and online activities," shared Kurt Hawks General Manager, Conversant Mobile. "For digital marketers who need to understand and reach their target consumers in today's cross-device world, Conversant provides an unparalleled ability to reach and engage the right consumer, across mobile and online to drive meaningful campaign results."

This award win, which highlights Conversant's superior cross-device matching, comes on the heels of Conversant announcing its first-ever [Consumer Relationship Challenge](#). The challenge invites brands to test Conversant for 30 days against any other vendor, promising more accurate, persistent cross-device recognition than anyone else. If Conversant doesn't win the challenge, the brand's next campaign with similar budget is free.

For more about the Mobile Mafia Awards click [here](#).

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About Conversant, LLC

Conversant 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.