

## **Aditive Named a Launch Partner of Acxiom's New Audience Operating System**

Written by Australian Business

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SAN FRANCISCO, CA, September 27, 2013 **/24-7PressRelease/** -- Aditive, <http://www.aditive.com>, a platform for extending the power of social media into paid and owned advertising, announced today it is among a select group of trusted partners of the new Audience Operating System (AOS) from Acxiom, an enterprise data, analytics and software-as-a-service company. Through this partnership, Aditive customers will gain access to Acxiom's first-party online and offline consumer data, while Acxiom customers will benefit from Aditive's social data, insights and ad personalization.

The Acxiom-Aditive partnership will give brands a deeper and broader view into key customer attributes from this spectrum of data, and into their attitudes and actions gleaned from social media opt-ins and sharing. The result will be a seamless merger of advertising and brand data across channels and devices, improving ad performance and brand loyalty through a more personalized customer experience.

"We are entering a new era of advertising to relationships, not just individuals," said Todd Parsons, founder and CEO of Aditive. "By bringing together the power of Acxiom's offline and online consumer data with our social data, and adding Aditive's analytics, brands can make a quantum leap forward in identifying and engaging influential brand advocates and their social connections.

Acxiom's AOS enables users to unify all major kinds of marketing data - digital and offline, first party and third party, structured and unstructured - while integrated pre-loaded applications such as Audience Architect, Cross Channel Planner, Campaign Optimizer and Analytics derive key insights, optimizing and reaching audiences across channels to improve how consumers experience brands and products.

Beyond the pre-loaded apps, AOS provides an open yet highly secure and privacy-compliant way for trusted development partners to connect, leverage and add to its value. In addition to Aditive, companies including Adometry, AdSlot, CrowdTwist, IDInteract, Integrate, Martini Media and MediaMath are introducing AOS-Approved apps, and the roster of trusted partners and apps will continue to expand significantly over time to create a comprehensive ecosystem built around AOS.

AOS is helping break the barriers that have isolated a brand's first-party data from advertising, Parsons said. "And with that, we're also unlocking the true value of social media - not just what someone 'likes' or the number of their connections, but how they're sharing, influencing others and driving sales through social actions."

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"The Acxiom AOS, enhanced by our partnership with companies like Aditive, gives both brand and agencies a whole new approach to one-to-one marketing at scale," said Noel McMichael, Vice President of Products at Acxiom. "And it delivers our collective vision to create a more linear, personal path between marketer and consumer."

About Aditive Aditive is a media solution that extends the power of social media into paid and owned advertising to reach audiences and amplify campaign results at unmatched scale. Leading brands use Aditive to enable consumers to buy products, play games, and consume content together with friends from paid and owned media formats of all varieties. Our analytics span traditional digital and social media engagement metrics, exposing the ROI of social and driving more personalized advertising experiences. You can learn more by visiting <http://www.Aditive.com>.

About Acxiom Acxiom is an enterprise data, analytics and software-as-a-service company that uniquely fuses trust, experience and scale to fuel data-driven results. For over 40 years, Acxiom has been an innovator in harnessing the most important sources and uses of data to strengthen connections between people, businesses and their partners. Utilizing a channel and media neutral approach, we leverage cutting-edge, data-oriented products and services to maximize customer value. Every week, Acxiom powers more than a trillion transactions that enable better living for people and better results for our 7,000+ global clients. For more information about Acxiom, visit <http://www.Acxiom.com>.