

Company Profile

As an independent technology provider, intelliAd offers an integrated platform for web tracking and 360 degree optimization for a variety of digital marketing channels. With intelliAd's Multichannel Tracking, the performance of channels like PPC, SEO, social media, display, direct traffic, price comparison engines, newsletter, affiliate marketing and phone can be measured and the customer journey can be analyzed across these channels. In combination with the powerful Bid Management, agencies and advertisers can improve the performance of their online campaigns in the long-run and allocate their advertising budget efficiently. The intelliAd suite of online solutions is driven by innovative technological advancements and fast interpretation of market trends which are in turn developed into functional applications. www.intelliad.com

intelliAd Media

Executive Board:	Wolfhart Fröhlich, CEO, responsible for Marketing and Sales Tobias Kiessling, CTO, founder, responsible for Technical Development Mischa Rürup, COO, founder, responsible for Product Development
Foundation:	2007
Number of employees:	> 40
Products:	Software for optimizing all online marketing channels with an integrative platform; Bid Management & Multichannel Tracking
Excerpt of clients:	Air Berlin, Immonet, O ₂ , weg.de, Medion, ad agents, pilot, iProspect, Quisma, plan.net, explido
Investors:	IMPERA Total Return AG, Corporate Founders Fund
Website:	www.intelliad.com
Contact:	intelliAd Media <u>USA</u> Jochen Talmon Phone: +1-415-295-1582 E-Mail: jochen.talmon@intelliad.com <u>Germany</u> Camilla Rürup Phone: +49 (0)89 - 15 90 490 - 26 E-mail: camilla.ruerup@intelliad.de
Press contact:	Agentur Frau Wenk +++ Andrea Buzzi Phone: +49 (0)40 - 43 21 86 55 E-mail: intelliad@frauwenk.de