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IXI Services, a Division of Equifax, Partners With Adelphic, Providing Marketers Advanced Mobile Ad Targeting

IXI Premium Targeting Data Now Available for Mobile Advertisers Using Adelphic

MCLEAN, Va., May 30, 2014 (GLOBE NEWSWIRE) -- IXI Services, a division of [Equifax](#) (NYSE:EFX), today announced a partnership with leading mobile advertising solutions provider, Adelphic, to make IXI's premium financial-based targeting data available for mobile ad targeting.

As mobile usage continues to grow, advertisers will see mobile advertising increase in importance and will demand the same range of targeting options that are currently available through cookie-based online targeting. In order to reach consumers on this deeply engaging platform, marketers will need better data to find and reach their target audience. The relationship allows brands and agencies to buy through Adelphic's demand-side platform, simultaneously leveraging the company's Predictive Data Platform and IXI's audience segments to help deliver highly relevant ads to mobile devices.

"Adelphic is a strong player in the mobile targeting market. As a mobile-first company, they are looking toward the future of mobile rather than racing to catch up," said Jeff Sporn, SVP/GM of Digital Solutions at IXI Services. "Working with them makes our data easily available to advertisers, and sets us up to help them deliver great campaigns."

"Financial data is an excellent indicator of consumer behavior," said Michael Collins, CEO of Adelphic. "Our relationship with IXI, the clear leader in consumer financial-based audience segments, adds another rich layer of audience information to our platform, helping further increase the relevance and effectiveness of our clients' campaigns."

About Equifax, Inc.

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 500 million consumers and 81 million businesses worldwide, and uses advanced analytics and proprietary technology to create and deliver customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. For more information, please visit: www.equifax.com

About Adelphic

Adelphic Inc. is a leading mobile-first advertising platform with unmatched audience insight capabilities for agencies and brands. Adelphic's powerful Predictive Data Platform and intelligent AudienceCube™ deliver unparalleled results for advertisers. Founded in 2010, Adelphic is funded by Matrix Partners and Google Ventures.

To learn more about Adelphic and its plans to shape the future of mobile advertising, please visit <http://www.adelphic.com> or [@AdelphicMobile](#).

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