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## Inuvo Partners With LiveRamp to Expand Audience Targeting Capabilities

LITTLE ROCK, Ark., Sept. 27, 2017 (GLOBE NEWSWIRE) -- Inuvo, Inc. (NYSE MKT:INUV), a global advertising technology company, today announced a partnership with [LiveRamp](#)<sup>®</sup>, an Acxiom<sup>®</sup> company (NASDAQ:ACXM) and leading provider of omnichannel identity resolution.

The partnership will allow LiveRamp's network of more than 500 partners the opportunity to utilize Inuvo's IntentKey<sup>™</sup> (enhanced by LiveRamp IdentityLink<sup>™</sup>), a highly predictive intent recognition system used by advertisers to locate and engage in-market audiences with precision across desktop and mobile devices. This expanded capability will also benefit existing and prospective Inuvo Visual Monetization Platform (VMP) publisher clients through improved campaign performance from cross-device recognition. Through this partnership, consumers will experience more relevant digital engagement from brands.

"LiveRamp is the world leader in linking seemingly disparate data. By combining LiveRamp's identity resolution technology with Inuvo's IntentKey, we create a highly differentiated and powerful new audience targeting solution for media buyers," said Trey Barrett, COO of Inuvo. "The IntentKey is continuously learning to decode human intent and has been built by analyzing consumer engagement during the course of 10 years across 12 billion web pages and has more than 200 million active unique and anonymous user profiles."

"Advertisers and agencies are seeking better ways to understand consumers' interests and deliver the most relevant messages to their customers at the right time," said Jeff Smith, LiveRamp's chief marketing officer. "We're excited about the predictive intent capabilities Inuvo brings to this partnership that offer advertisers the ability to apply additional context to their interactions with consumers, and ultimately deliver a better customer experience."

**About Inuvo, Inc.** Inuvo<sup>®</sup>, Inc. (NYSE MKT:INUV) is an advertising technology company that delivers superior results for advertisers and publishers by connecting the right consumers with the right advertisers at the right time. Inuvo's unique technology and partnerships enables a sophisticated mix of search and display ads, which are highly viewable, relevant, and calibrated to enhance the user experience. To learn more about Inuvo, visit [www.inuvo.com](http://www.inuvo.com).

**About LiveRamp.** LiveRamp offers brands and the companies they work with identity resolution that is integrated throughout the digital ecosystem, and provides the foundation for omnichannel marketing. IdentityLink transforms the technology platforms used by our clients into people-based marketing channels that improve the relevancy of marketing, and ultimately allow consumers to better connect with the brands and products they love. LiveRamp is an Acxiom company (Nasdaq:ACXM), delivering privacy-safe solutions to

market and honoring the best practices of leading associations including the Digital Advertising Alliance's (DAA) ICON and App Choices programs. For more information, visit [www.LiveRamp.com](http://www.LiveRamp.com).

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