Flurry and Research Now Partner to Improve Mobile Ad Targeting and Offer In-App Mobile Ad Effectiveness Studies

Market leaders create the most robust set of psychographic, demographic and behavioral data in mobile

San Francisco, Calif. – March 24, 2014 – Flurry, the leader in mobile analytics and advertising, and Research Now, the global leader in permission-based, digital data collection, are partnering to improve mobile ad targeting and to better measure the effectiveness of in-app advertising. To do this, the companies have built the most robust panel and behavioral data set on mobile consumers, and will use that data to build new products to help marketers.

Enhanced Flurry Personas for Improved Ad Relevance

Flurry Personas are audience segments built with behavioral data from 150 billion app sessions across 1.3 billion devices each month. Research Now will enhance Flurry Personas with profile and survey-based information about consumers’ brand preference, recent purchases, purchase intent and more. Marketers can choose to enhance any of Flurry’s 40+ “out of the box” Personas with Research Now insights, or work with Flurry to develop Custom Personas for the audience they are trying to reach.

For example, a film marketer can now reach Flurry’s Movie Lover Persona, enhanced with survey data from Research Now that shows intent to go to the movies in the next two weeks. This results in a much more relevant advertisement for end consumers. Then the companies measure whether the consumers who saw the ad actually went to see the movie.

“Flurry captures trillions of signals coming from smartphones and tablets, and uses that data to deliver relevant ads to consumers on their most personal devices,” said Simon Khalaf, President and CEO of Flurry. “Together, Flurry and Research Now have created a more precise way for marketers to identify high-value consumers, and delight them with an ad that resonates. This is a very powerful data asset, and we are excited to see marketers put it to use.”

ADimension® Mobile for Better Measurement of Mobile Ad Effectiveness

Leveraging Flurry’s advertising platform, Research Now has built the industry-leading measurement and optimization solution, ADimension Mobile, to evaluate in-app advertising effectiveness. Once the target audience has been defined and identified by Flurry, Research Now passively tracks opted-in panelists exposed to in-app advertising campaigns – served via Flurry – and compares them to unexposed groups. By surveying both the exposed and unexposed audiences, Research Now enables clients to analyze and evaluate campaign effectiveness.

“We are excited to partner with the market leader in mobile app behavioral data to move this fast growing mobile advertising segment of the market forward,” said Kurt Knapton, President and CEO of Research Now. “In addition to helping with ad relevance, Research Now will have the ability to conduct sophisticated mobile brand lift studies that shed light on how campaigns are performing against advertisers’ KPIs.”

Research Now has built a reputation for delivering the highest quality, hard-to-reach respondents through its proven “By-Invitation-Only”® recruiting model. With research panels in 38 countries spanning the globe, Research Now provides access to over 6.5 million consumers and business
professionals worldwide. Flurry, the leader in mobile analytics, sees consumer activity from an average of eight apps per device each month, or about 30% of all app sessions worldwide.

Marketers and agencies interested in using Flurry Personas enhanced with Research Now data can email sales@flurry.com for more information.

Researchers and agencies interested in using Research Now’s ADimension Mobile methodology leveraging Flurry’s platform can email DigitalUS@researchnow.com for more information.

About Flurry
Flurry is optimizing the mobile experience for developers, marketers and consumers. Flurry’s market-leading analytics product sees activity from more than 450,000 smartphone and tablet apps on over 1.3 billion devices worldwide, giving the company the deepest understanding of mobile consumer behavior. Flurry has turned this knowledge into accelerated revenue and growth opportunities for app developers, and an effective, measurable advertising channel for marketers to engage their audiences on mobile devices. Flurry has raised over $60 million in venture funding and has offices in San Francisco, New York, London, Chicago and Mumbai. For more information, please visit www.Flurry.com.

About Research Now
Research Now, the leading digital data collection provider, powers market research insights. We enable companies to listen to and interact with the world’s consumers and business professionals through online panels, as well as mobile, digital and social media technologies. Our team operates in over 20 offices globally and is recognized as the market research industry’s leader in client satisfaction. We foster a socially responsible culture by empowering our employees to give back. To find out more or begin a conversation with us, visit www.researchnow.com.

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