



## **MARTINI MEDIA, NETSEER TEAM TO TARGET RICHEST AUDIENCE ONLINE**

Deal paves road to personalized advertising to the most affluent consumers where they devote their time, energy and money.

NEW YORK, NY (April 20, 2011)—Martini Media ([www.martinimediainc.com](http://www.martinimediainc.com)), the digital platform that engages the \$100K+ audience where they work and play most, will now target ads according to reader/viewer intent. The capability comes via a licensing deal with NetSeer ([www.netseer.com](http://www.netseer.com)), whose technology now lets publishers and advertisers see all the content on a Web page and understand the advertising environment it creates.

“This is a quantum leap for marketing,” said Skip Brand, CEO of Martini Media. “We can now target ads to the richest, hardest to reach people online the way they actually view media. And we can do it through the enthusiast sites proven to generate the greatest impact on brand awareness, preference and purchase.”

For example, Martini now will be able to distinguish contextually whether an individual page is the right environment for a yacht or auto or travel ad. NetSeer makes this possible through algorithms that determine a reader’s intent. “Bass” can mean music, fishing, or cooking; NetSeer technology spots the difference in context of surrounding content, so the opportunity is classified correctly. What’s more, the consistent classification assures that brand ads will be placed only in the most relevant environments.

“Now advertisers can reach the most important audience with the most advanced targeting,” said John Mracek, CEO of NetSeer. “The irony is the most affluent consumers spend the most time online but are the hardest to reach. So being able to identify the most relevant opportunities in real time is indispensable to serving meaningful advertising and gaining a return in attention, awareness and action.”

"Martini is set to soar," said Greg Coleman, president of retargeting leader Criteo and Martini board member. "There’s nothing more powerful than reaching the biggest spenders with messaging that matches their interest in the moment. Only Martini can do that reliably and accountably.”

### **About Martini Media**

Martini Media is the digital media platform for reaching American consumers with household incomes over \$100,000: 25% of the Internet population with 70% of the spending power. Martini operates a publisher network of 1,000 lifestyle and business sites where this audience is most engaged. For publishers, Martini provides revenue support across banner,

video, mobile, email, social, local, and data solutions. For more than 300 premium, luxury, and B2B advertisers, Martini leverages proprietary audience data and provides a variety of custom programs and rich media solutions to meet both direct response and branding needs. Martini was founded in late 2008 and is funded by Venrock, Reed Elsevier Ventures and Granite Ventures, along with a number of prominent angel investors. For more information, visit [www.martinimediainc.com](http://www.martinimediainc.com).

### **About NetSeer**

NetSeer, Inc. is an ad technology company that determines user intent from a web page with the same accuracy as traditional search. NetSeer's breakthrough technology has delivered measurable gains in online ad performance previously unattainable in Internet advertising. NetSeer received its initial funding in 2007 from Onset Ventures and Mission Ventures. The company is located in Santa Clara, CA. For more information, please visit [www.netseer.com](http://www.netseer.com).

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