



Claritas Continues Transformation with Acquisition of Digital Media Tracking and Measurement Company, Barometric®

CINCINNATI (Oct. 31, 2018) – Claritas®, a leading data company that helps brands identify and target their best customers through segmentation, has acquired Barometric®, a media tracking and measurement company.

Through this acquisition, Claritas is advancing its transformation by investing in new technologies that enable marketers to identify, deliver and optimize audiences with unmatched precision. Barometric's proprietary identity graph technology (developed originally as an internal tool for AdTheorent®), collects mobile IDs across digital environments to increase marketing efficiency and campaign measurement.

Already an expert in target identification, by adding Barometric's capabilities, Claritas now also offers clients the ability to measure advertising performance and optimize audiences across media channels in real-time using both offline and online data.

"The combination of Claritas and Barometric is fantastic news for any marketer who is looking for a more precise level of clarity and campaign optimization," said Claritas CEO Mike Nazzaro. "By combining the best-in-class segmentation of Claritas with the unrivaled cross-platform measurement and verification that Barometric makes possible, businesses can better understand their leads' behavior from mobile app to desktop to in-store, or even intra-household purchasing paths across a family's separate devices."

"Since our founding, Barometric has always been at the leading edge of cross device consumer identification and measurement," said Barometric Co-Founder and CEO Anthony Iacovone. "Now, by leveraging our one-of-a-kind capabilities with Claritas, marketers will have increased precision in measuring and targeting their customers across media."

Claritas and Barometric work with some of the nation's largest consumer brands, including AT&T, Home Depot, Kroger, Peloton, Liberty Mutual, McDonald's, Progressive Insurance, Samsung, Verizon and Zions Bank.

To learn how businesses can sell smarter and win bigger by taking immediate advantage of Claritas and Barometric capabilities, visit www.claritas.com.



About Barometric®

Barometric® an advanced cross-environment media tracking and measurement solution in market. Originally developed as an internal tool for AdTheorent's data-driven digital ad network, Barometric currently processes 3-4 billion ad calls per day. Since 2011, Barometric's technology has served, tracked and organized petabytes of data for use by brands to understand cross environment activity and gain actionable insights for ongoing optimization and campaign management. Barometric is the only solution capable of collecting mobile IDs across all environments — such as web, app, rich media, video and brand studies — and matching these multiple IDs to a single user, resulting in superior attribution.

About Claritas

Founded in 1971, Claritas helps companies find customers to sell smarter and win bigger. Its unique methodology, which combines sought after data resources with direct, original consumer research, is proven to help marketers find their best customers faster. Claritas is the only business that provides context — leading to insights that inspire growth. Claritas products and services help paint a 360-degree picture of customers or prospects using unique behavior-based segments.

Through Claritas' core product, PRIZM® Premier Segmentation, clients can better understand where their consumers live, work, play and shop for more effective and efficient marketing across all channels.

More information can be found by visiting www.claritas.com or www.mybestsegments.com.

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